

## **FOR IMMEDIATE RELEASE**

### **Maker Faire® Milwaukee Call for Makers is now open**

*Call for entries open through August 1, 2015*

MILWAUKEE, WI – (May 26, 2015) Maker Faire® Milwaukee is seeking makers to exhibit at its second-annual, free community event to be held on September 26 and 27, 2015, at Wisconsin State Fair Park.

Makers of all kinds and all ages – tech enthusiasts, artisans, crafters, hobbyists, homesteaders, scientists, garage tinkerers and more – are encouraged to apply. Exhibit space for non-commercial makers who would like to demonstrate what they make and how it works to an appreciative audience is free. Individuals, groups, schools and organizations are encouraged to apply by completing an application online at [www.makerfairemilwaukee.com](http://www.makerfairemilwaukee.com) through August 1, 2015. Commercial makers, who would like to sell their products while demonstrating, are welcome to apply; there is a small fee for Commercial Maker booth space.

Maker topics include: interactive art; textile art/crafts; large-scale art; blacksmithing; 3D printers and CNC mills; student projects (robotics, science clubs, culinary arts, etc.); STEM; science, biology/biotech, and chemistry projects; LEDs; lasers; glow-in-the-dark displays; engineering; electronics; conductive materials projects; electric vehicles; homegrown drones; Arduino projects; Raspberry Pi; robotics; bicycles; costumes; puppets, kites, and other whimsical creations; music performances and participation; food and beverage makers; tinkerers; kit makers; rockets and RC toys; home energy monitoring, sustainability, green tech and alternative energy; recycling; radios, vintage computers and game systems; architecture and shelter (tents, domes, etc.); model railroading; unusual tools or machines; or how to fix things or take them apart (vacuums, clocks, washing machines, etc.); anything new; and anything interesting. If your project is not on this list, apply anyway.

The Maker application includes the opportunity to participate as a presenter, performer, workshop facilitator, or a Power Racing Series contestant. There is no age minimum for exhibitors, speakers or performers; a parent/guardian is required to sign a waiver for participating minors.

Maker Faire Milwaukee is also looking for teams – individuals, schools, businesses or organizations – to participate in the GE Design & Build Challenge, returning to Maker Faire Milwaukee with a competition to be held on September 26 from noon-4 p.m. The event, sponsored by GE Healthcare, will challenge teams to use provided materials, tools and time to address a real-world problem. Teams of 4 people each or individuals (age 16 years or older) can register online at [www.makerfairemilwaukee.com](http://www.makerfairemilwaukee.com).

Maker Faire Milwaukee is co-hosted by the Betty Brinn Children's Museum and Milwaukee Makerspace, sponsored by Brady Corporation and is independently organized and operated under license from Maker Media, Inc. The aim of Maker Faire Milwaukee is to inspire, inform, connect and grow this community in the spirit of education, community improvement and economic development.

**About the Betty Brinn Children's Museum and Milwaukee Makerspace**

Milwaukee's Betty Brinn Children's Museum serves 240,000 children and adults annually and provides year-round maker programs in its Be A Maker space, a communal workshop environment that invites visitors to explore a broad range of projects using a variety of materials, tools, digital resources and technologies that encourage children to experiment, learn new skills and share their accomplishments. In addition to the Be A Maker space and Maker Faire Milwaukee, which is independently organized and operated under license from Maker Media, Inc., the Museum's maker initiative includes MakeShift, a monthly maker night for adults, workshops with guest makers and other DIY-inspired events and activities for visitors.

The Milwaukee Makerspace is a 16,000-square-foot collaborative workshop in Milwaukee's Bay View neighborhood where members – professionals, hobbyists, artists, crafters and students – share their tools, knowledge and their passion for making.

### **About Brady Corporation**

Brady Corporation is an international manufacturer and marketer of complete solutions that identify and protect premises, products and people. Brady's products include high-performance labels and signs, safety devices, and printing systems and software. Founded in 1914, the company has a diverse customer base in electronics, telecommunications, manufacturing, electrical, construction, medical and a variety of other industries. Brady's fiscal 2014 sales were approximately \$1.22 billion. The company is headquartered in Milwaukee and as of July 31, 2014, employed approximately 7,200 people in its worldwide businesses. Brady stock trades on the New York Stock Exchange under the symbol BRC. More information is available on the Internet at [www.bradycorp.com](http://www.bradycorp.com).

### **About GE Healthcare**

GE Healthcare provides transformational medical technologies and services to meet the demand for increased access, enhanced quality and more affordable healthcare around the world. GE (NYSE: GE) works on things that matter - great people and technologies taking on tough challenges. From medical imaging, software & IT, patient monitoring and diagnostics to drug discovery, biopharmaceutical manufacturing technologies and performance improvement solutions, GE Healthcare helps medical professionals deliver great healthcare to their patients. [www.gehealthcare.com](http://www.gehealthcare.com)

### **About Maker Faire**

Maker Faire is the Greatest Show (and Tell) on Earth – a family-friendly showcase of invention, creativity and resourcefulness, and a celebration of the Maker Movement. It's a place where people show what they are making, and share what they are learning.

Makers range from tech enthusiasts to crafters to homesteaders to scientists to garage tinkerers. They are of all ages and backgrounds. The aim of Maker Faire is to entertain, inform, connect and grow this community.

The original Maker Faire event was held in San Mateo, CA and in 2014 celebrated its ninth annual show with some 1,100 makers and 130,000 people in attendance. World Maker Faire New York, the other flagship event, has grown in four years to 600+ makers and 80,000 attendees. Detroit, Kansas City, Atlanta, Milwaukee, Orlando, Silver Spring, Paris, Rome, Oslo,

Trondheim, Tokyo, Newcastle (UK), and Shenzhen are the home of larger-scale, “featured” Maker Faires and over 120 community-driven, independently organized Mini Maker Faires are now being produced around the United States and the world.

### **About Make Magazine**

MAKE is the first magazine devoted entirely to Do-It-Yourself (DIY) technology projects. MAKE unites, inspires, informs, and entertains a growing community of resourceful people who undertake amazing projects in their backyards, basements, and garages. MAKE celebrates your right to tweak, hack, and bend any technology to your will. Download a free issue [here](#).

Besides the magazine and the faire, Make is:

- a vital online stream of news and projects, [blog.makezine.com](http://blog.makezine.com);
- a retail outlet for kits and books, the Maker Shed;
- a steady stream of fun and instruction via our YouTube channel;
- Make: Projects, a library of projects with step-by-step instructions; and
- a publisher of best-in category titles via Make: Books, including introduction to electronics, Raspberry Pi, 3D printing, Arduino and more.

### **Calendar Editors**

A celebration of innovation and DIY culture, Maker Faire Milwaukee 2015 runs Saturday-Sunday, September 26-27, at Wisconsin State Fair Park, 640 South 84th St., Milwaukee. Admission is free. [www.makerfairemilwaukee.com](http://www.makerfairemilwaukee.com).

### **Social Media**

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### **Maker Faire Milwaukee 2015 Sponsors**

Maker Faire Milwaukee 2015 sponsors include: Presenting: Brady Corporation; Design and Build Challenge: GE Healthcare; Silversmith: Dremel; and Locksmith: Harley-Davidson.

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