

FOR IMMEDIATE RELEASE

October 9, 2017

The Ball Foundation awards \$41,000 grant to the Children's Museum of Denver at Marsico Campus

Gift will support Healthy Planet Heroes, a multi-faceted program to promote recycling and environmental stewardship in young children

Note: Please use "Children's Museum of Denver at Marsico Campus" in all publications.



Denver, CO – The Ball Foundation, the philanthropic arm of Colorado-based global sustainability leader Ball Corporation, has awarded the Children's Museum of Denver at Marsico Campus a \$41,000 grant to support *Healthy Planet Heroes*, a co-created program to promote recycling and environmental stewardship in young children, in both schools and for guests visiting the Museum.

Healthy Planet Heroes is a multi-faceted, interactive program focused on the importance of reducing, reusing and recycling. A key component of the effort is to communicate the value of aluminum and its unparalleled sustainability.

"The Ball Foundation is excited to partner with the Children's Museum to promote sustainability and inspire the next generations of *Healthy Planet Heroes*, helping address the plastic crisis and other pollutants that harm our planet," says Chris Chavez, executive director of The Ball

Foundation. "This includes promoting the benefits of aluminum. Cans are the perfect package for the environment because they are 100 percent and infinitely recyclable."

Elements of the program include a single-stream aluminum recycling initiative at the Children's Museum, in which all proceeds will purchase trees to plant in Joy Park, the Museum's 30,000 sq ft outdoor exhibit; an extension of Gates-Crescent Park and ongoing partnership with Denver Parks and Recreation. Cans recycled and proceeds to date will be measured through a dynamic sculpture, made almost entirely from aluminum cans, displayed in the Museum Café.

In addition, The Ball Foundation's support will extend to the Museum's active Sponsored Admissions and Memberships Program, a longstanding initiative which identifies classrooms in Title I schools to receive outreach programs, Museum field trips and yearlong family memberships, free of charge.

Over the school year, the gift will enable more than 2,000 students from elementary schools serving low-income communities to receive the *Healthy Planet Heroes* school program, as well as yearlong memberships for each participating student.

“We are thrilled to partner with The Ball Foundation,” said Mike Yankovich, President and CEO of the Children’s Museum. “Sustainability is very important to us as an organization, and we are in the wonderful position of being a resource for families and schools in our community – one which helps support the curricula and messages we provide our future leaders, innovators and problem-solvers. Working with The Ball Foundation aligns us with the expertise and true leaders on this critical topic, and helps to elevate both our work.”

About The Ball Foundation

The Ball Foundation is the philanthropic arm of Ball Corporation. Grants are awarded to nonprofit organizations to fund programs that create a positive, measurable impact in four key areas linked to Ball’s business and strategy, including: recycling, disaster relief, food security and STEM education.

About Ball Corporation

Ball Corporation supplies innovative, sustainable packaging solutions for beverage, food and household products customers, as well as aerospace and other technologies and services primarily for the U.S. government. Ball Corporation and its subsidiaries employ 18,450 people worldwide and 2016 net sales were \$9.1 billion. For more information, visit www.ball.com or connect on Facebook or Twitter.

About the Children’s Museum of Denver at Marsico Campus

The mission of the Children’s Museum of Denver at Marsico Campus is to create extraordinary experiences that champion the wonder and joy of childhood. They believe in kid-powered learning and every day, their expertly designed exhibits and programs open doors for Colorado’s curious young minds to express what they know and to discover, create and explore more - on their own terms.

Since 1973, the Children’s Museum of Denver at Marsico Campus has served the metro-Denver community as a learning institute dedicated to the education and growth of young children and their caregivers. The Museum provides rich play experiences and a dynamic learning environment for children to joyously learn through innovative and interactive hands-on exhibits, engaging daily programming and year-round special events. Last year, they served 568,000 children and their grown-ups.

The Children’s Museum of Denver at Marsico Campus is a 501(c)(3), private non-profit organization, and a Tier II SCFD member.

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