

## **Northwoods Children's Museum names Danielle Larsen as Executive Director**

For immediate release:

Eagle River, WI –Northwoods Children's Museum board of directors has named Danielle Larsen as its new Executive Director. Danielle, a Northwoods native, has a seven-year background in non-profit administration and leadership experience with the YMCA organization.

"We are excited to have Danielle on board and we look forward to the skills and experience she brings with her," stated Leah Van Zile, board president. "We welcome her enthusiasm and leadership as we continue to expand the museum's outreach."

As a mother of two, Danielle has always loved the Northwoods Children's Museum. "My kids and I used to come here to play, and now I am appreciating the organization through a new lens," Larsen said. "I'm excited for this opportunity and incredibly grateful to be in this position. When you combine hardworking people who have passion, intelligence, grit, integrity, and a genuine love for others, great things happen, and that is the foundation this team brings with them every day."

Prior to joining the Northwoods Children's Museum, Danielle was the Neighborhood Centers Senior Director for the YMCA of the North, in Minneapolis. Before that role, she held the Membership and Marketing Director position at the YMCA of the Northwoods.

In her free time, Danielle loves to be outdoors with her two children. All three of them share a love for reading, audiobooks, and board games together. Danielle grew up in Rhinelander and feels truly blessed to be living in the Northwoods with her family.

For more information, contact:

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