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## **NEWS RELEASE**

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# **Discovery Place Begins Museum Renovation**

***Museum and IMAX remain open during \$31.6 million renovation.  
Current exhibition, Circus! and two new IMAX® films highlight upcoming month.***

CHARLOTTE, N.C. – Discovery Place announced it is beginning its \$31.6 million renovation. The Museum will remain open and operational throughout the renovation. *The Charlotte Observer* IMAX® Dome Theatre will remain open throughout the majority of the renovation.

At the completion of the renovation – the Museum’s largest in its 27-year history – Discovery Place will showcase all-new, interactive exhibitions that present science and technology in a more contemporary way. The renovation also will feature an improved infrastructure and the ability to rotate exhibitions more frequently.

“We’re extremely excited to begin this process but we’re even more excited that we can keep our doors open to the community,” said John Mackay, president and CEO of Discovery Place. “Families, individuals and schoolchildren will have ongoing access to Museum exhibits and programs as well as new exhibitions during the 18-month long renovation.”

While upgrades are being made throughout the Museum, sections of the floor temporarily will be inaccessible and will reopen with new exhibits and activities. During the initial stages of the renovation, Discovery Café, located on Level 1, will be closed for upgrades. Drinks and snacks will be available in the vending area on Level 2 near the Tryon Street Admissions Desk. Discovery Café is anticipated to re-open in summer 2009.

Visitors also will have access to Discovery Place Parking Garage throughout the renovation.

“Guests who visit the Museum now, can enjoy family favorites including the Gizmotron, Kapla Blocks, Einstein’s Corner, the Aquarium and KidsPlace,” said Mackay. “In addition, Discovery Place will continue to offer new, entertaining and educational experiences including two new IMAX films debuting this month and the Museum’s current exhibition, *Circus!*”

### ***Circus! – On exhibition through Friday, July 3***

Featuring more than 20 multi-station, interactive exhibits that amaze, thrill, perplex and entertain, *Circus!* offers visitors a behind-the-big-top view of the science needed to make circus magic come to life.

Guests can step right up and take to the center ring to become the stars of the show. Visitors can walk the line on *The High Wire*, take aim with the *Human Cannonball*, or strap into the *Elastic Acrobatics* harness and spring up in the air. Entertainers-in-training can learn to juggle, try

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on costumes and clown around with science. Visitors venturing into *Sideshow* can test their own abilities including measuring their brute force in *Feats of Strength* and attempting to fit in a small box in *Contortionist*. *Circus!* is free with Museum admission.

### NEW IMAX FILMS – Beginning Wednesday, Jan. 7

Guests visiting the Museum can immerse themselves in the animated adventure “**Fly Me to the Moon**” and the sweeping spectacular “**Grand Canyon Adventure: River at Risk.**”

#### “Fly Me to the Moon”

“Fly Me to the Moon” is the story of three spirited and curious pre-teen flies who live across from Cape Canaveral in 1969 and dream of going into space. The thrilling, animated film connects a new generation of children and their parents to the adventure and excitement of space exploration, drawing upon one of mankind’s most memorable, historical moments: man’s first landing on the moon. Through stunning visuals, guests blast off into space along with the fearless flies and go on an incredible space adventure.

“Fly Me to the Moon” is rated G and voiced by talents, Kelly Ripa, Christopher Lloyd, Nicollette Sheridan, and Tim Curry and includes a live action/animation cameo by Apollo 11 astronaut, Buzz Aldrin.

#### “Grand Canyon Adventure: River at Risk”

Set on the iconic Colorado River, “Grand Canyon Adventure: River at Risk” takes movie-goers on an exhilarating river journey that calls attention to global freshwater issues. World-famous river advocate, Robert F. Kennedy Jr., celebrated anthropologist and author, Wade Davis, and Native America river guide, Shana Watahomigie, lead the important expedition. As new scientific studies forecast water shortages in the Western U.S. and around the world, the film explores the issue, presents real solutions and delivers an uplifting message of hope for future generations, showing how ordinary people can make a difference for the planet.

“Grand Canyon Adventure: River at Risk” is narrated by Robert Redford and features songs and music by Dave Matthews Band.

**“Fly Me to the Moon” and “Grand Canyon Adventure: River at Risk” runs from Wednesday, Jan. 7 through spring 2009.** Tickets to “Fly Me to the Moon” and “Grand Canyon Adventure: River at Risk” are \$8 for ages 14-59, \$7 for ages 2-13 and 60+ and are free for children younger than 2. Group and Member discounts also are available. Visit [discoveryplace.org](http://discoveryplace.org) or call 800-935-0553 for showtimes. Concessions, including popcorn, beverages and candy are available during movie showings.

#### About Discovery Place

Discovery Place is located in uptown Charlotte at 301 N. Tryon Street. Convenient parking is available in the Museum’s parking garage – the Carol Grotnes Belk Complex – at the corner of Sixth and Church streets. For more information about Discovery Place, guests can call 704-372-6261 or visit [discoveryplace.org](http://discoveryplace.org).

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One of the top hands-on science museums in the nation and second-most visited site among museums and historical attractions in North Carolina, Discovery Place provides ever-changing, entertaining facilities that foster experiences in areas that range from life science to marine biology. More than half million people from all over the United States visit Discovery Place, the IMAX<sup>®</sup> Dome Theatre and Charlotte Nature Museum each year. Discovery Place is supported, in part, with a Basic Operating Grant from the Arts & Science Council in addition to the generous contributions of the Museum's philanthropic members, annual fund donors and corporate sponsors.

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