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## **NEWS RELEASE**

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# **The Great Color Caper Steals the Show at Discovery Place**

***Visitors get sneak peak at new ScienceReach education program Saturday, February 2***

CHARLOTTE, N.C. – Discovery Place is offering teachers a new way to help students pass their science classes with flying colors. The Museum introduces a new, traveling, educational program, **The Great Color Caper**, with a day of demonstrations and activities **Saturday, February 2**.

**The Great Color Caper**, a high-energy, interactive multimedia show, leaves students tickled pink, purple and blue using a super-hero, comic-book-style theme to teach students about light, energy, reflection, pigments and color perception. Offered through ScienceReach, the Museum's outreach program, **The Great Color Caper** is adaptable for grades K-8.

"The Great Color Caper is a perfect blend of science and entertainment," said Robert Corbin, vice president of Learning Experiences at Discovery Place. "The program takes a seemingly simple, everyday element of our world -- color -- and uses it to explore basic science concepts in an engaging and unforgettable experience."

Students are guided by a presenter in a tie-dyed lab coat through a lesson in light and chromatics (the science of color). Attendees become "color cadets" and attempt to save the fictional City of Spectropolis from Monochrome, an evil villain plotting to rob the city of all its color. During the 45-minute show, guests learn how the eye sees color and light and how it can be tricked into misinterpreting them. Color cadets are guided in experiments with dry ice, acid-base reactions and taught how adjusting the pH of liquids can change their color. Teachers also are provided ideas for classroom activities students can do before their visit and after the show.

Museum visitors can get a free sneak peak on **Saturday, Feb. 2 of The Great Color Caper program in Wachovia Science Theatre at 11 a.m. and 1 p.m.** Additional activity stations offering hands-on participation opportunities will be set up outside the theatre from 10 a.m. – 3 p.m.

The Great Color Caper was conceived and developed by education specialists from Carnegie Science Center and funded with a gift of more than \$400,000 from PPG Industries both located in Pittsburgh, PA in 2006. PPG locations in the Carolinas include facilities in Lexington, Shelby and Greensboro, NC and Chester, SC.

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“We at PPG are pleased to support a program that helps students understand science and technology while providing them with a fun and unforgettable experience,” said Sue Sloan, executive director, PPG Industries Foundation. “We think this program will have an enormous impact in helping to inspire tomorrow’s scientists.”

Established in 1987, ScienceReach provides scientific programs and exhibits to schools, community centers and other institutions. Additionally, the outreach program provides weekly science activities for Science Clubs located in underserved neighborhoods in the City of Charlotte. ScienceReach visits more than 87,000 students throughout the Mecklenburg County and surrounding region.

The Great Color Caper and The Great Color Caper All-Day Adventure will be offered in spring 2008. Schools can book the program by calling 704-372-6261 x309.

**About PPG Industries**

Pittsburgh-based PPG is a global supplier of paints, coatings, chemicals, optical products, specialty materials, glass and fiber glass. The company has more than 150 manufacturing facilities and equity affiliates and operates in more than 60 countries. Sales in 2007 were US\$11.2 billion. PPG shares are traded on the New York Stock Exchange (symbol: PPG). For more information, visit [www.ppg.com](http://www.ppg.com).

**About Discovery Place**

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

One of the top hands-on science museums in the nation, Discovery Place provides ever-changing, entertaining facilities that foster experiences in areas that range from life science to space exploration. More than a half-million people from all over the United States visit Discovery Place, its IMAX® Dome Theatre and Charlotte Nature Museum each year. Discovery Place is supported, in part, with a Basic Operating Grant from the Arts & Science Council.

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