



Contact: Adrienne Drew
adrew@mosi.org
(p) 813-987-6080 (c) 813-842-7788

MOSI IS THE LARGEST SCIENCE CENTER IN SOUTHEASTERN U.S.

Tampa, Fla. – MOSI, Museum of Science & Industry, is the largest science center in the southeastern United States and home of the only IMAX[®] *Dome* Theatre in the state of Florida. Guests are encouraged to "learn by doing" in this scientific playground of special exhibitions and more than 450 hands-on activities.

The facility sits on 74 acres and encompasses over 400,000 square feet. The original building (now known as the "Whitney Andrews Lang Center for Learning") opened in 1982. The new building, or "West Wing," opened in 1995 and includes the first IMAX *Dome* Theatre in the State of Florida. The museum also added *Kids In Charge!*, a children's science center to the west of the IMAX *Dome* Theatre in July 2005.

Upon entering the Grand Lobby, guests are greeted by two diplodocus dinosaur skeletons. MOSI is one of a handful of museums in the world to display the largest articulated dinosaurs ever discovered. Veer left at the dinosaurs in the grand lobby and exit through the double-doors to get to the Dr. Gladys Shafran Kashdin Welcome Center, where kids of all ages will encounter *Kids In Charge!* The Children's Science Center at MOSI. This hands-on gallery space is specially designed for young children and participating adults to discover and learn through play by bringing together science, creative thinking and imagination.

An advisory board of twenty-six children between the ages of ten and seventeen provided guidance and direction for the development of *Kids In Charge!* The gallery is open to the general public during regular museum operating hours and is divided into four main experience areas: **ACTIVATE!**, where kids can experiment with weighted wheels, gravity, and momentum; **INVESTIGATE!**, interactive experiments where children can test their skills of observation and analysis; **KIDS CREATE!**, an area where guests apply creativity and teamwork to design and build various objects; and, finally, **FIELDS TO MEALS**, an area, sponsored by Publix Super Markets, where kids learn about how food is grown, packaged, and then distributed. With a total size of 40,000 square feet, including 25,000 square feet of exhibit space, *Kids In Charge!* is the largest children's science center in the country.

Traveling back to the West Wing and ascending the stairs or elevator to the second floor, guests have a choice of visiting the IMAX *Dome* Theatre or entering the exhibit areas.

The IMAX *Dome* Theatre features 340 seats and an 82-foot hemispherical movie screen, housed within a distinctive 85-foot blue stainless dome. The IMAX *Dome* motion picture system projects images of unsurpassed size, clarity, and impact onto a 10,500 square foot dome-shaped screen. The film is enhanced by a superb specially designed, six-channel, multispeaker sound system.

Completely immersing the viewer, this experience combines the latest technology in cinematography with powerful visual imagery, creating an experience so strong, so compelling, that there is no equal in the film industry today.

After guests partake in the IMAX Experience, they can head right into “*Disasterville*, featuring Bay News 9 Weather*Quest*.” This permanent exhibition features immersion theatres with exciting replicas of four natural disasters: hurricane, tornado, wildfire, and earthquakes. The exhibition also features exhibits on floods, hail, lightning, volcanoes, and tsunamis. Guests can also tour Bay News 9 Weather*Quest* and step into the role of reporter, scientist, emergency manager, producer or news director. In this virtual news studio, you will predict the path of an impending storm, instruct the public on when and where to evacuate, then create a news broadcast reporting on the natural disaster! After guests brave *Disasterville*, they will notice a large hand beckoning them up the stairs into *The Amazing You*.

The Amazing You is a state-of-the-art, 13,000-square-foot exhibition about health and wellness of each developmental life stage. In this informative, educational, and interactive exhibition, guests will have the opportunity to explore the intricate world of the human body. This permanent exhibition focuses on the seven stages of life: conception, birth, adolescence, young adult, middle adult, older adult and end of life.

Within each developmental life phase, guests will explore what’s amazing about each stage, identify developmental milestones, and learn what it takes to stay healthy at each stage and how to return to wellness after an illness, surgery or a disability. Guests learn about medical conditions and diseases including which are most prevalent during each developmental stage of life.

The third floor is also home to MOSI’s high wire bicycle -- the longest one in any U.S. museum. MOSI’s high wire bicycle offers an opportunity for anyone who wants to test physics to pedal a bicycle across a 1-inch cable suspended 30 feet in the air. The 98-foot long wire will take the cyclist on a plane that’s eye-level with the diplodocus dinosaurs! After such a knee-weakening experience, visitors may take a seat in the Coleman Science Works Theater, a high-tech, multipurpose theater that takes science and makes an interactive audience experience.

After the show, those interested in space exploration can take the elevator back down to the lobby and get tickets for a space adventure in The Saunders Planetarium.

In late 2008, MOSI unveiled the all new Saunders Planetarium. Thanks to the generosity of The Saunders Foundation and construction by the R.R. Simmons Construction Corporation, the original Planetarium opened its doors on October 3, 1992. Since then nearly 700,000 visitors have experienced the wonders of astronomy under its dome. Generously funded by Dick and Cornelia Corbett and the William Stamps Farish Fund, the new Planetarium is located in *Kids in Charge!* and features a new projection dome, a high-resolution video projection system, and new seating. Special Thanks to Hillsborough County, the Andrew Krusen Family and The Saunders Foundation for supporting construction of the all new planetarium.

Heading out the front door, stargazers will gaze out upon the Head Start Center and Recyclosaurus, an orange mesh dinosaur. The Head Start Center is the first to be located permanently within a science center complex, exposing science and technology to young children. Recyclosaurus is filled with recyclable cans and plastic milk cartons and stands as an icon for recycling.

Time to head outdoors, back into the arms of Mother Nature! A gigantic Zebra Long Wing Butterfly spreads its wings atop the BioWorks Butterfly Garden. The Southwest Florida Water Management District/Bank of America BioWorks Butterfly Garden is an engineered ecosystem that emulates natural wetlands and demonstrates how the natural wetlands clean water. BioWorks contains five hands-on components: microbiology station with microscope viewing; biology station and nutrient puzzle; botany station with magnifying glasses; engineering station with sediment settling jars; and chemistry station for pH measuring. BioWorks also houses a free-flying butterfly garden sponsored by the Jacarlene Foundation.

More wildlife awaits in MOSI's Back Woods. Originally opened in 1992, The Back Woods at MOSI contain an unusually large variety of plant and animal communities for its limited acreage in its urban setting. Forty-seven acres of special water conservation elements and various outdoor interactive environmental exhibits include compass trails, a boardwalk, a sinkhole, and populations of protected gopher tortoises among communities of pine flat woods, turkey oak sand hills, oak hammocks, and wetlands. In conjunction with its \$35 million expansion in 1995, The Back Woods were renovated with \$150,000 funded using a portion of the proceeds from the sale of the "Save the Manatee" and Florida panther license plates to enhance the existing nature trails. Highlights include: An access trail for multi-accessible accessibility, an authentic Seminole Indian Chickee shelter/nature classroom that acts as a window to the wetlands, brochures available in English, Spanish, and German, cassette players and an audio tour, "Ecology to Go" tool boxes containing head sets, binoculars, microscopic viewers, field guides, and identification cards.

You can't head back indoors without first trying out the Sky Trail® Ropes Course. MOSI's newest permanent attraction is located outside by *Kids in Charge!* in a covered, shady area for guests of all ages to enjoy.

Guests are encouraged to conquer their fears and experience an adrenaline rush like no other on MOSI's new Sky Trail® Ropes Course which features 36 elements on a 12 – 36 foot high, multilevel structure. The ropes course is designed with challenging high-energy feats ideal for all ages.

MOSI's ropes course is different from other courses in the area because unlike other courses, MOSI does not require a minimum number of people to participate to experience the course. Other Tampa Bay area locations only open their courses for large groups, but MOSI will be able to accommodate one guest all the way up to an entire group of people. The Sky Trail® Ropes Course also only requires one clip in, so throughout the structure there is no detaching required.

Adjacent to the main entrance, experience the impact of 74-mph-hurricane-force winds in the Gulf Coast Hurricane and learn how to "Get Smart, Get Ready" for a tropical storm.

One last trip back inside MOSI's Grand Lobby provides all of the amenities to round out the visit. Unwind in The MOSI Café with a lunch or a snack. The MOSI Café provides quality food in a unique setting and also provides on- and off-site catering services.

A final stop in The Elements Gift Shop provides the opportunity to purchase a souvenir of the visit. Shoppers can expect to find more than microscopes and gyroscopes. High-quality telescopes come with free set-up and star-gazing instructions.

MOSI is open from 9 a.m. – 5 p.m. on weekdays and 9 a.m. – 6 p.m. on weekends. MOSI is located at 4801 East Fowler Avenue in Tampa, just one mile northeast of Busch Gardens. For more information, call (813) 987-6100 or visit www.mosi.org.

About MOSI (Museum of Science & Industry)

MOSI is a not-for-profit, community-based institution and educational resource dedicated to advancing public interest, knowledge, and understanding of science, industry, and technology. With a total size of over 400,000 square feet, MOSI is the largest science center in the southeastern United States, and home to the only IMAX® *Dome* Theatre in the state of Florida. *Kids In Charge!* The Children's Science Center at MOSI is the *largest* children's science center in the nation. *Disasterville*, featuring *WeatherQuest*, combines education and 10,000 square feet of interactive exhibits on the science behind natural disasters. MOSI's newest permanent exhibition, *The Amazing You*, explores the fascinating world of birth through end of life. Conquer your fears and experience an adrenaline rush like no other on MOSI's

newest permanent attraction, the Sky Trail® Ropes Course, featuring 36 elements on a 12 – 36 foot high, multilevel structure. MOSI is the proud winner of the 2009 National Medal for Museums by the Institute of Museum and Library Services, the nation’s highest honor for museums. For more information on MOSI, visit www.mosi.org.

###