



Museum of Nature and Science

## FOR IMMEDIATE RELEASE

### CELEBRATE THE SEASON OF SCIENCE IN HONOR OF THE PEROT MUSEUM'S 5<sup>TH</sup> BIRTHDAY WITH \$5 ADMISSION, *JOURNEY TO SPACE* EXHIBITION, 3D FILMS, FAMILY-FUN DAYS, SUPER-SIZED DOSE OF SPECIAL ACTIVITIES, GARGANTUAN GOLD NUGGET AND MORE

*Since opening in 2012, the Perot Museum has welcomed more than 5.5 million minds in its mission to inspire curiosity in the leaders of tomorrow*

**DALLAS (Nov. 28, 2017)** – Buh-bye, pumpkin spice. Hello, season of science! As the holidays ramp up, so does the Perot Museum of Nature and Science as it celebrates an exciting “season of science” in honor of its 5<sup>th</sup> birthday on Dec. 1. Since opening in 2012, the Perot Museum has welcomed and inspired more than 5.5 million minds, engaged 90,000 North Texans through off-site community outreach, served 1.2 million students through field trips and school education programs, awarded \$2 million in financial aid, welcomed 32,500 through the *Community Partners* ticket offer and has been the grateful recipient of more than 250,000 service hours from a dedicated team of volunteers. And there’s plenty for guests to get excited about during this celebratory month, from \$5 admission on Dec. 3 and more activities during the winter break, to a fascinating space exhibition, new 3D films and one seriously big chunk of gold.

Taking center stage is *Journey to Space*, a highly interactive NASA-supported exhibition where visitors can explore the very real dangers that astronauts face in the extraordinary environment of space. Also bringing gusto is the Ausrox gold nugget, considered the world’s third largest in existence at more than 50 pounds. Pair that with stunning 3D films, a *Winter Wonderland Sleepover*, *Discovery Days*, *Discovery Camps* and extended hours, and the Perot Museum is a must-see, must-do spot that should be atop every holiday list.

“This holiday season marks a milestone for us as the Perot Museum turns five,” said Dr. Linda Abraham-Silver, the Eugene McDermott Chief Executive Officer of the Perot Museum. “Whether you have spent time here during past holidays or are bringing out-of-town guests to explore for the first time, we know visitors are in for a true treat this season. We look forward to creating memories and inspiring minds of all ages.”

Here are five ways the Perot Museum is celebrating this holiday season:

**1. PEROT MUSEUM'S 5<sup>TH</sup> BIRTHDAY.** Happy birthday, Perot Museum! To celebrate the milestone and thank the community for its continuing support, guests can take advantage of \$5 general admission on Sunday, Dec. 3. Other treats throughout the month include free cupcakes in the Café (Dec. 1), ice cream chemistry demos (Dec. 2, \$4/person), gourmet hot chocolate bar (Dec. 9, \$3/cup) in the Lobby from 10:30 a.m.-2:30 p.m., cookie decorating (Dec. 16, \$1/cookie), and 3D chocolate printing (Dec. 23 and 30, \$3/chocolate bar.) High five!

**2. SEASON OF SCIENCE.** This year’s holiday offerings include an extra helping of special activities and programs, an all-about-space *Discovery Days*, a “winter wonderland” sleepover, *Discovery Camps* and extended hours to enjoy it all. Each visit to the Perot Museum is like a snowflake – no two are identical! Below are details on the season of science fun:

**PROGRAMS.** While schools close their doors for the holidays, the Perot Museum breaks out the brain-boosting experiences – with even more activities planned this year. At select times during the winter break Dec. 23-Jan. 7 (except for Dec. 25), guests of all ages can dabble with dry ice bubbles, blubber gloves, arctic slime, snowball launchers, human circuits, zoetropes, kaledocycles, space stories on the Plaza, polar dinos and more. Plus, little ones ages 5 and under can get crafty making melted snowmen and snowflakes, sorting winter objects, and with water play at the Candy Cane Art Lab (daily until 3

p.m.). *Activities are free with general admission.* Visit [perotmuseum.org/seasonofscience](http://perotmuseum.org/seasonofscience) for daily schedules. **Note: The Museum will be closed Christmas (Dec. 25). Please check below for additional holiday hours.**

Drop 'em off! From Dec. 26-30, *Discovery Camp: LEGO® Engineering* will immerse pre-K through 6<sup>th</sup> graders into the world of machines, mechanics and robotics with hands-on STEM-centered activities that foster fun and engagement. Visit [perotmuseum.org/camps](http://perotmuseum.org/camps) for registration and additional details.

**FAMILY-FUN EVENTS.** It's ok to indulge in amaze-your-brain fun! On Dec. 9 from 10 a.m.-4 p.m., the family-friendly *Discovery Days: Space* will feature mini "astronaut training" and fun with rockets, craters, solar systems, aliens and life on other planets. On Jan. 6, a whimsical *Winter Wonderland Sleepover* will offer exciting animals, science experiments, a screening of Disney's *Frozen*, a *Fire & Ice* show, a dance party plus a winter wonderland-themed photo to take home. *Discovery Days are free to members and included with general admission for non-members.* *The Winter Wonderland Sleepover for kids ages 6-14 and their adult chaperones is \$50 per youth and \$40 per adult chaperone.*

**3. JOURNEY TO SPACE (through May 6, 2018).** 3...2...1... Blast off! What's it like to live and work in space? How do astronauts sleep in a weightless environment, go to the bathroom in orbit, and what effect does space travel have on their bodies? Presented in English and Spanish, *Journey to Space* is a hands-on adventure for all ages that takes guests as close to space as one can get from Earth. At 10,000 square feet, *Journey to Space* features two "climb-aboard" massive rotating labs that provide a glimpse of what it looks and *feels* like to be on the International Space Station *Destiny* module. Visitors can launch a rocket, test gravity in a drop tower, control a robotic arm, check out Neil Armstrong's authentic gloves from his Apollo 11 mission, and more. Plus, young cadets will have a *blast* at the space station activity area and construction center. The exhibition is presented locally by *Highland Capital Management* and requires a surcharge.

**4. FILMS IN THE HOGLUND FOUNDATION THEATER, A NATIONAL GEOGRAPHIC EXPERIENCE.** Extreme weather, space missions and aerial excursions! The Perot Museum's holiday film lineup includes *Journey to Space 3D* (through May 6, 2018), *Hurricane 3D* (through May 24, 2018), and *Living in the Age of Airplanes* (Nov. 24, 2017-Feb. 16, 2018). To view film trailers and schedule, go to [perotmuseum.org](http://perotmuseum.org). *Films are presented locally by Primrose Schools.* Ticket prices below.

**5. GROOVY GIFTS.** From unique science-themed toys, kids' space garb, jewelry and space gadgets to the ever-popular ugly holiday shirts and sweaters, cool and quirky gifts for all ages are in store at the Museum Shop and *Journey to Space* gift shop. Discerning shoppers can check out all the great finds at [store.perotmuseum.org](http://store.perotmuseum.org).

**Memberships make memorable gifts.** It's the gift that keeps on giving ... all year! From individual memberships to entire households, the Perot Museum has a variety of options that fit all sizes. Benefits include free general Museum admission for the membership year, extended hours, and discounts to ticketed exhibitions, lectures, programs, special events, parking and purchases in the Museum Shop and Café. Household-level members receive additional perks dependent on level, such as general admission guest passes and access to *Kids Club*. **Plus, Perot Museum members receive 15% off the purchase of gift memberships.** Family-level memberships start at \$119. For details, call 214-756-5751 or go to [perotmuseum.org/membership](http://perotmuseum.org/membership).

**HOURS.** General hours of operation for the Perot Museum are 10 a.m.-5 p.m. Monday through Saturday and 11 a.m.-5 p.m. Sunday.

**Holiday and other special hours.** The Perot Museum will close Dec. 25 (Christmas). The Museum will offer extended hours until 6 p.m. Dec. 26-Jan. 2, except for Dec. 24 (Christmas Eve) when the Museum will close at 3 p.m. and Dec. 31 (New Year's Eve) when the Museum will close at 5 p.m.

**Member-only mornings.** From 9-10 a.m. every Saturday and 10-11 a.m. every Sunday, members can enjoy exclusive access to the Perot Museum, plus member-only access to the *Moody Family Children's Museum* on Mondays from 10 a.m.-noon. Members can also take advantage of holiday member-only mornings Dec. 26-Jan. 2.

**Highland Capital Management is the 2017-2018 Premier Partner of the Perot Museum.**

**TICKETS.** Museum general admission is \$20 for adults (18-64), \$13 for youth (2-17) and \$14 for seniors (65+). Museum general admission is free for members. Children under 2 are always free. For a limited time, reserve your general admission tickets online and save \$2 per person. For groups of 10 or more, call for special rates at 214-428-5555 ext. 8. All prices are subject to change.

The Perot Museum is located at 2201 N. Field Street in Dallas, Texas. For more information, visit [perotmuseum.org](http://perotmuseum.org) or call 214-428-5555.

**NOTE: To obtain the news release, Perot Museum fact sheet, photos, b-roll and film trailers, please go to [perotmuseum.org/press](http://perotmuseum.org/press).**

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**About the Perot Museum of Nature and Science.** *The top cultural attraction in Dallas/Fort Worth and a Michelin Green Guide three-star destination, the Perot Museum of Nature and Science is a nonprofit educational organization located in the heart of Dallas, Texas, with campuses in Victory Park and Fair Park. With a mission to inspire minds through nature and science, the Perot Museum delivers exciting, engaging and innovative visitor and outreach experiences through its education, exhibition, and research and collections programming for children, students, teachers, families and life-long learners. The 180,000-square-foot facility in Victory Park opened in December 2012 and is now recognized as the symbolic gateway to the Dallas Arts District. Future scientists, mathematicians and engineers will find inspiration and enlightenment through 11 permanent exhibit halls on five floors of public space; a children's museum; a state-of-the art traveling exhibition hall; and The Hogle Foundation Theater, a National Geographic Experience. Designed by 2005 Pritzker Architecture Prize Laureate Thom Mayne and his firm Morphosis Architects, the Victory Park museum has been lauded for its artistry and sustainability. To learn more, please visit [perotmuseum.org](http://perotmuseum.org)*

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