

theHoustonMuseumofnaturalscience

Press Information:

Melodie Wade (713) 639-4743 or mwade@hmns.org
Sami Mesarwi (713) 639-4722 or smesarwi@hmns.org

Public Information:

(713) 639-4629 or www.hmns.org

FOR IMMEDIATE RELEASE:

***ROBOTS: The Interactive Exhibition* Opens Aug. 13** **New immersive, education experience coming soon to** **The Houston Museum of Natural Science at Sugar Land**

HOUSTON—Long before the word “robot” existed and before computers were commonly used, humans dreamed of mechanical people. Characters such as Frankenstein’s monster, the Tin Man from the Wizard of Oz, C-3PO and Mr. Data have shaped our imagination. Beginning Aug. 13, 2010, immerse yourself in the world of these fascinating machines when *ROBOTS: The Interactive Exhibition* opens at the Houston Museum of Natural Science at Sugar Land.

ROBOTS, based on the 20th Century Fox animated feature, depicts a world populated entirely by mechanical beings, including genius inventor Rodney Copperbottom and his friends, the Rusties, who seek to make the world a better place through innovation and determination.

“Robots provides a wonderful teaching tool and can serve as a great inspiration for children to appreciate science and math while having fun and learning at the same time,” said Susan Buck, director of the Houston Museum of Natural Science at Sugar Land. “The purpose of our Museum has always been to enhance in individuals the knowledge and delight in natural science and related subjects, and this exhibition helps us accomplish that goal.”

Enter *The World of Robotics* and explore both “reel and real” science of robotics. Climb aboard the *Crosstown Express*, featured in the film. Become a *Robotic Explorer* in deep space, underwater or on the surface of Mars. *Build-A-Wonder-Bot* that can help you out with your daily chores. Experience first-hand how robotic arms work and other *Industrial Robots* that have become an invaluable part of the workforce. Also, get a glimpse of the *Future of Robots* that will re-shape our world. Then, visit the *Robots Hall of Fame*, and more.

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Robots/2

At 3,500 square feet, this multimedia exhibition captures the wit, imagination and excitement of the film and translates it into an immersive, educational experience for the whole family. From futuristic displays to real-life robotics, visitors will come away thinking about robots in a whole new way. Under license by Twentieth Century Fox, the exhibition was produced by Global Experience Specialists, Inc.

ROBOTS: The Interactive Exhibition and its national tour are made possible by Ford Motor Company Fund, the community relations and philanthropic arm of Ford Motor Company. “This exhibition introduces the future scientists and engineers of tomorrow to the innovations of today and we are proud to continue the Ford tradition of enriching our communities through science education opportunities,” said Jim Vella, president, Ford Motor Company Fund and Community Services.

ROBOTS will be on display at the Houston Museum of Natural Science at Sugar Land from Aug. 13 through Oct. 24, 2010—located at 13016 University Blvd. (at the corner of University and New Territory Blvds.). Tickets may be purchased online. For more information, visit the museum’s web site at www.hmns.org or call (281) 313-2277.

The Houston Museum of Natural Science—one of the nation’s most-heavily attended museums—is a centerpiece of the Houston Museum District. With four floors of permanent exhibit halls, including the Wortham IMAX® Theatre, Cockrell Butterfly Center, Burke Baker Planetarium and George Observatory and as host to world-class and ever-changing touring exhibitions, the Houston Museum has something to delight every age group. With such diverse and extraordinary offerings, a trip to the Houston Museum of Natural Science, located at 5555 Hermann Park Drive in the heart of the Museum District, is always an adventure.

About Ford Motor Company Fund and Community Services

Ford Motor Company Fund and Community Services is committed to creating opportunities that promote corporate citizenship, philanthropy, volunteerism and cultural diversity for those who live in the communities where Ford operates. Established in 1949 and made possible by funding from Ford Motor Company, Ford Motor Company Fun supports initiatives and institutions that foster innovative education, auto-related safety, and American heritage and legacy. National programs include Ford Partnership for Advanced Studies, which provides high school students with academically rigorous 21st century learning experiences, and Driving Skills for Life, a teen-focused auto safety initiative. The Ford Volunteer Corps, established in 2005, continues Ford’s legacy of caring worldwide. Through the Volunteer Corps, Ford employees and retirees participate in a wide range of volunteer projects in their communities. For more information on

programs made possible by Ford Motor Company Fund and Community Services, visit www.community.ford.com.

About Fox Licensing Merchandising

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GES

Las Vegas-based Global Experience Specialists, Inc. (GES), a Viad Corp (NYSE: VVI) company, is a leading provider of exhibition, event and retail marketing services. Given its recent consolidation with Exhibitgroup/Giltspur and Becker Group, GES provides an even wider range of services, including turn-key official show services, cutting-edge creative and design, marketing and measurement services – all with an unrivaled global reach. GES partners with leading shows and brands, including the International CES, Spring Fair Birmingham, International Woodworking Fair, CONEXPO-CON/AGG and IFPE, Bell Helicopter, Genzyme, L’Oreal, Warner Bros., and Simon Property Group. For more information, visit www.ges.com.