



Contact: Ashley Carter
Public Relations Specialist
Arizona Science Center
cartera@azscience.org
602-716-2000 ext. 2515

ROBOTS: The Interactive Exhibition **Opens at Arizona Science Center**

Multimedia Exhibition Offers Immersive, Educational Experience

Sept. 27, 2009: Immerse yourself in the world of robots when [*ROBOTS: The Interactive Exhibition*](#) opens at [Arizona Science Center](#) Sunday, Sept. 27, 2009.

Based on the 20th Century Fox animated feature, *ROBOTS: The Interactive Exhibition* 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: 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. Under license by Twentieth Century Fox, the exhibition was produced by Exhibitgroup/Giltspur.

This interactive exhibition offers various scientific adventures that allow children to enter *The World of Robotics* and explore the "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. Get a glimpse of the *Future of Robots* that will re-shape our world. Visit the *Robots Hall of Fame*, and more!

This 5,000 square feet 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.

"We hope this exhibition sparks an interest in a child's decision to discover the world of robotics and engineering," said Chevy Humphrey, president and CEO of Arizona Science Center. "As the premier science and learning facility in Arizona, we are proud to host *ROBOTS: The Interactive Exhibition*. If kids can learn while having fun, we've done our job."

Presented locally by: The Arizona Republic in the Sybil B. Harrington Galleries



Contact: Ashley Carter
Public Relations Specialist
Arizona Science Center
cartera@azscience.org
602-716-2000 ext. 2515

About Arizona Science Center

The mission of Arizona Science Center is to inspire, educate and entertain people of all ages about science. Featuring more than 300 hands-on exhibits, live demonstrations, a multi-media Dorrance Planetarium, an IMAX Theater and programming to fit kids of all ages, zero to gray, Arizona Science Center provides educational entertainment year-round. Located in historic Heritage Square at 600 E. Washington Street, downtown Phoenix.

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

A recognized industry leader, Twentieth Century Fox Licensing and Merchandising licenses and markets properties worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Television and Fox Broadcasting Company, as well as third party lines. The division is aligned with Twentieth Century Fox Television, one of the top suppliers of primetime entertainment programming to the broadcast networks.

About Exhibitgroup/Giltspur

Exhibitgroup/Giltspur (EG) is an award-winning experiential marketing agency known for creating meaningful and memorable brand experiences. Through exhibits, events, mobile marketing tours, permanent installations and retail environments, EG helps clients accelerate the sales process, deepen brand loyalty and consistently deliver superior results. The company also creates branded entertainment experiences that surprise and delight audiences worldwide. EG recently joined with sister company GES, one of the largest exhibition services contractors, to provide clients with unmatched program solutions. Backed by the financial strength of their parent company, [Viad Corp](http://www.viadcorp.com) (NYSE: VVI), EG and GES employ approximately 3,500 professionals in 58 client care centers throughout the world. For more information, please visit www.e-g.com and www.ges.com