

# **News Release**

**DATE: November 5, 2010**  
**FOR IMMEDIATE RELEASE**

**CONTACT: Sara Orr**  
**PHONE: 413-263-6800, ext. 459**  
**E-MAIL: [sorr@springfieldmuseums.org](mailto:sorr@springfieldmuseums.org)**

## ***Robots: The Interactive Exhibition Opens November 20 at the Springfield Museums***

SPRINGFIELD, Mass. – The wit, excitement and imagination of 20th Century Fox’s animated film *Robots* combine for a fun, educational experience that the whole family will enjoy in *Robots: The Interactive Exhibition*, which will be on view at the Lyman & Merrie Wood Museum of Springfield History from November 20, 2010 through February 13, 2011.

The exhibition features more than 15 interactive areas offering scientific adventures that allow visitors to enter the world of robotics and explore the “reel and real” science of robotics. In the area *Robot Explorers*, visitors can use a robotic probe to explore underwater, deep space or the surface of Mars.

Families can take a spin on the *Crosstown Express*, exploring robotic vehicles both real and fictional. *Industrial Robots* allows visitors to program an actual Ford robotic arm, and *Robot Round Up* explores robots in daily life, allowing visitors to use remotes to control various types of robots. Visitors can even *Build-a-Wonder-Bot* that performs useful functions, such as helping with daily chores, and learn about the future of robotics and how they will reshape our world.

Guests will also encounter the “movie star” robots C-3P0 (*Star Wars*), Robby the Robot (*Forbidden Planet*), and Gort (*The Day the Earth Stood Still*).

*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 exhibit introduces future scientists and engineers to today's innovations. 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 exhibit was produced by Global Experience Specialists, Inc (GES).

The Springfield Museums are located on the Quadrangle at 21 Edwards Street in downtown Springfield, Mass. Free onsite parking is available in the Edwards Street parking lots. Special hours during the time the Robots exhibit is on view are Tuesday through Saturday, 10 a.m. to 5 p.m., and Sunday, 11 a.m. to 5 p.m. General museum admission is \$12.50 for adults, \$9 for seniors and college students, \$6.50 for children ages 3 to 17, and free for children under three and museum members. Springfield residents are free with proof of address. The fee provides admission to all Springfield Museums and the Dr. Seuss National Memorial Sculpture Garden.

There will be a \$5 special exhibition fee in addition to museum admission for all visitors ages three and up to see *Robots: The Interactive Exhibition*.

For information, call 413-263-6800 or visit [www.springfieldmuseums.org](http://www.springfieldmuseums.org).

### **About Ford Motor Company Fund and Community Services**

Ford Motor Company Fund and Community Services is committed to creating opportunities that promote philanthropy, volunteerism and cultural diversity for communities where Ford does business. Established in 1949 and made possible by funding from Ford Motor Company, Ford Motor Company Fund supports initiatives and institutions that foster auto-related safety, education and American heritage. Ford Partnership for Advanced Studies provides high school students with academically rigorous 21st century learning experiences, and Driving Skills for Life, teaches teens safe driving skills. The Ford Volunteer Corps sends Ford employees and retirees into their communities to participate in a wide range of volunteer projects. For more information on programs made possible by Ford Motor Company Fund and Community Services, visit [www.community.ford.com](http://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 Century 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 Global Experience Specialists (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. As a result of its 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 and WasteExpo, Bell Helicopter, Genzyme, L’Oreal, Warner Bros., and Simon Property Group. For more information, visit [www.ges.com](http://www.ges.com).