



PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Amy Biber
Marketing Manager
Buffalo Museum of Science
716.896.5200 x312
abiber@sciencebuff.org

Jenny Pierce
Project Manager
East Hill Foundation
716.204.0204
jdulian@easthillfdn.org

GRAND OPENING ON JUNE 4 FOR NEW SCIENCE EXHIBIT DESIGNED FOR CHILDREN AGES 2-7

East Hill Foundation funds interactive, play-themed *Explorations* exhibit at the Buffalo Museum of Science

BUFFALO, NY (May 26, 2010) – The Buffalo Museum of Science will hold the grand opening of its new *Explorations* exhibit on Friday, June 4th. *Explorations* is an interactive, curiosity-inspiring science exhibit funded through a grant from the East Hill Foundation. The exhibit is a permanent installation to the museum and will be available to visitors year-round during museum hours (Monday-Sunday, 10am-4pm).

Designed for the museum's youngest visitors ages 2 through 7, *Explorations* features interactive stations with play themes focusing on a variety of science-based concepts, including energy, space, weather, light, and the environment, and encourages adult-child interaction as well as independent discovery. Themes and activities will change regularly throughout the year, encouraging repeat visitation and increasing museum membership.

"The generous support of the East Hill Foundation has allowed us to create an exhibit that will engage the minds of our youngest visitors," comments Mark Mortenson, CEO and president of the Buffalo Museum of Science. "*Explorations* provides the tools for our children to interact with caregivers and make personal connections with science by doing rather than seeing."

"The Board of the East Hill Foundation is very excited about this new exhibit and its ability to excite young minds," remarks Jenny Pierce, Project Manager for the East Hill Foundation.

The museum's former *Explorations* space was located on the third floor of the museum and offered play areas that encouraged creativity, but did not focus on specific science topics. The new *Explorations* location is on the first floor of the museum, allowing for easier access by families with younger children and strollers.

Entrance to *Explorations* is included with museum admission and free for Museum Members. Museum admission is \$8 adults; \$7 seniors 62+; \$6 children 2-17, military & students with ID; free for children under 2.

###

ABOUT THE EAST HILL FOUNDATION

The East Hill Foundation is a privately-funded family foundation, which was founded in 1986. The Foundation identifies and funds innovative, charitable projects designed to enhance the quality of life of the residents from the eight counties of Western New York. Additionally, the Foundation teaches stewardship to the founders' family members by supporting their projects irrespective of where they live. Nonprofit organizations interested in applying for funding may obtain a grant application from the website at www.easthillfdn.org. The next grant deadline for Western New York applications is August 2, 2010. For additional information, please call (716) 204-0204 ext. 212.

ABOUT THE BUFFALO MUSEUM OF SCIENCE

The Buffalo Museum of Science is the non-profit educational institution dedicated to the study and interpretation of the natural and physical sciences. Its extensive collections of over 700,000 specimens and artifacts represent all facets of the natural world with an emphasis on Western New York as well as man-made objects spanning the globe. Based at 1020 Humboldt Parkway and anchoring Buffalo's East Side in Olmsted-designed Martin Luther King, Jr. Park since 1929, the Museum presents a wide variety of programs and services for children, teachers, families, adults, and community organizations throughout each year. The Museum also operates Tift Nature Preserve in South Buffalo, a 264-acre urban wetland preserve on reclaimed former industrial land and seasonally sponsors archaeological exploration at the Hiscock Site in nearby Genesee County, NY, one of North America's richest Ice Age sites.

For further information on the Museum and its upcoming activities, call 716-896-5200 or visit www.sciencebuff.org.