



PRESS RELEASE

DR. ROBERT J. GENCO AND MRS. FRANCES DOHERTY GENCO CO-CHAIR 8TH ANNUAL MUSEUM'S ATTIC AT THE BUFFALO MUSEUM OF SCIENCE Museum expects event to sell out again in 2010

BUFFALO, NY (September 16, 2010) – Dr. Robert J. Genco and Mrs. Frances Doherty Genco, co-chairs of the 8th annual Museum's Attic at the Buffalo Museum of Science, invite guests to attend the movie-themed fundraiser inspired by the Museum's new digital 3D Cinema.

WHERE: Buffalo Museum of Science
1020 Humboldt Parkway
Buffalo, NY 14211

WHEN: Saturday, October 9
6:30pm – 11:00pm

WHY: Fundraiser- All proceeds benefit the programs and services of the Buffalo Society of Natural Sciences.



DR. ROBERT J. GENCO AND MRS. FRANCES DOHERTY GENCO

TICKETS:

- Individual Museum's Attic tickets are \$100 and may be purchased before October 1 by calling Erin at 716.896.5200 ext. 385.
- Patron tickets are \$150 and include a listing in the event program if purchased before October 1.
- Tables of ten are available, along with sponsorship opportunities. Please contact Erin Collins at 716.896.5200 ext. 385 or ecollins@sciencebuff.org for more information.

Tickets include a buffet dinner catered by Sonoma Grille, live music and an exclusive chance to experience the museum like never before.

On this night only, Attic guests will view some of the museum's rarest treasures that have been locked away for years. Partygoers can team up to join a treasure hunt and explore the entire museum or go behind-the-scenes on these film-inspired tours:

- Where the Wild Things Are: Osteology Edition
- The Chamber of Secrets: Rare Book Edition
- Chauncey's Believe it or Not
- Ghost Moth Obsession
- Jurassic Park at the Buffalo Museum of Science



Guests can also try their luck at an expansive silent and ticket auctions featuring one-of-a-kind experiences, including a private tour of the museum and dinner at the home of BMS president and CEO, Mark Mortenson.

This event is for adults 21 and over. More information can be found at www.sciencebuff.org.

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About Dr. Robert Genco and Mrs. Frances Doherty Genco

Mrs. Genco is Vice President of Clinical Research at Pneuma Pharmaceuticals. Dr. Genco, a member of the Buffalo Society of Natural Sciences Board of Managers, is Vice Provost and Director of the Office of Science, Technology Transfer, and Economic Outreach (STOR) at the University at Buffalo. He is also a SUNY Distinguished Professor of Oral Biology, Microbiology, and Immunology at the University's School of Dental Medicine, and School of Medicine and Biomedical Sciences.

Both Dr. and Mrs. Genco have been involved in scientific research for many years and their interest and commitment to science led them to the Buffalo Museum of Science and its mission of inspiring curiosity through exploration to the people of Western New York and Southern Ontario. Both share a strong desire to encourage students to consider a career in science.

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 Tiff 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.

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