



PRESS RELEASE



SCIENCE MUSEUM TO HOLD BOOK DRIVE APRIL 11-17 Donors receive vouchers for free 3D film admission

BUFFALO, NY (March 22, 2011) – The Buffalo Museum of Science (BMS) will continue to support the literacy initiatives behind their current exhibit, *The Chronicles of Narnia: The Exhibition*, by holding a book drive from April 11 to 17, 2011. BMS is encouraging the community to donate new or gently used books to receive a voucher for a free 3D film admission. All collected books will be donated to Dog Ears Bookstore’s Enlightenment Literary Center.

Book donations may be made at the BMS admissions desk during regular museum hours from Monday, April 11 through Sunday, April 17:

- Sat – Thu:** 10am – 4pm
- Fri:** 10am – 7pm

Museum admission is not required to donate books to the drive or to receive a film voucher; however, general museum admission or Museum Membership is required to use the 3D film voucher anytime before May 8, 2011.

BMS is currently offering two 3D films, *Dinosaurs 3D: Giants of Patagonia* (runtime 20 minutes) and *BUGS! 3D* (runtime 22 minutes) on an hourly rotation throughout the day. Normal 3D film admission is \$2/film for Museum Members and \$3/film or \$5/double feature for Non-Members.

More information on the drive or the 3D cinema can be found at www.sciencebuff.org.



ABOUT THE CHRONICLES OF NARNIA: THE EXHIBITION

Based on the blockbuster film series and C.S. Lewis’ beloved fictional books, the 5,000-square-foot, state-of-the-art entertainment and educational experience offers visitors the opportunity to tour scenes from the famed literary world of Narnia. Through authentic costumes, props and set dressings from the magical Narnia films, visitors will enter a three-dimensional world that combines the wonders of science with aspects of fantasy. The exhibition is sponsored by M&T Bank and admission is \$10 adults 18-61, \$9 seniors 62+, \$8 children 2-17, students & military with ID, \$2 for Museum Members, and FREE for children under 2.

ABOUT DOG EARS BOOKSTORES AND THE ENLIGHTENMENT LITERARY ARTS CENTER

Dog Ears Bookstores is a not-for-profit neighborhood bookstore and educational arts center located at 688 Abbott Road in South Buffalo that offers a full bookstore staffed with knowledgeable, enthusiastic readers that can assist and encourage all current and “would-be readers”. Our literary arts center is a place that offers a variety of programs. These

programs target all persons from pre-K to senior citizens. The bookstore and literary arts center work in conjunction with schools, other community programs and centers, publishing companies and offer not only a place to obtain books, but to regenerate them in schools and the community. The Dog Ears Bookstore and The Enlightenment Literary Arts Center provide an atmosphere that promotes quiet reading time as well as group discussions and writing programs in order to maximize what literature and literacy have to offer. For more information, visit www.enlightenthedog.org.

ABOUT THE BUFFALO MUSEUM OF SCIENCE

The Buffalo Museum of Science is a 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. For further information on the BMS and its upcoming activities, call 716-896-5200 or visit www.sciencebuff.org.

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