



# PRESS RELEASE

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## ***THE CHRONICLES OF NARNIA: THE EXHIBITION OPENS MONDAY AT SCIENCE MUSEUM***

Exhibit will be open seven days a week with extended hours on Fridays beginning February 4

**BUFFALO, NY (January 20, 2011)**—*The Chronicles of Narnia: The Exhibition* will open at the Buffalo Museum of Science on January 24, 2011, 12 days earlier than originally scheduled. Global Experience Specialists, Inc. (GES) produced the exhibition in partnership with Walt Disney Pictures and Walden Media. 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.



“Bringing unique travelling exhibit experiences to Western New York and Southern Ontario is one of the main objectives of our strategic plan,” said Mark Mortenson, president and CEO of the Buffalo Museum of Science. “*The Chronicles of Narnia: The Exhibition* provides a fun and interactive experience that also emphasizes science literacy and learning.”

“At M&T Bank, we are really enthusiastic about this opportunity to bring *The Chronicles of Narnia: The Exhibition* to families in Western New York and Southern Ontario,” said Shelley C. Drake, president, The M&T Charitable Foundation. “The timing could not be better for our Buffalo Museum of Science to share the science behind a rich and fantastic story that has become increasingly popular in recent years.”



“This exhibition is a truly captivating and entertaining experience for all ages,” said GES EVP and Chief Creative Officer Eddie Newquist. “From the scene displays and props seen in the Narnia films, to the scientific and educational aspects of the exhibition that stimulate the senses and the mind, guests will be transported into another world to experience Narnia like never before.”

Once inside Narnia, visitors will view artifacts from C.S. Lewis' personal study, including the original walk-in wardrobe that started it all. Other interactive and instructive elements include:

- A replica of the White Witch's Throne where visitors can sit on the icy throne and feel the chill. A nearby display describes the impact of climate change on our planet and investigates whether our planet could be frozen for 100 years, like the world of Narnia.

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- An area where visitors will have the opportunity to use a real working catapult similar to those used during medieval times and lift a real sword used in the filming of *The Chronicles of Narnia*.
- An area highlighting the mythical creatures of Narnia, which allows visitors to create their own creatures featured in the film. Three stacks of rotating, square blocks stand in three-, four- and six-foot configurations, each level featuring different aspects of a creature. By rearranging the different levels, visitors can create well-known characters from the Narnia films or mix and match the squares to create new characters.



With hands-on, interactive elements and original film artifacts, guests encounter topics like geography, archeology, engineering, humanity's impact on nature and environmental changes. The Exhibition inspires visitors to learn more about the science behind *The Chronicles of Narnia*.

### ADMISSION

*The Chronicles of Narnia: The Exhibition* will be in Buffalo January 24 through May 8, 2011. Admission can be purchased at the BMS Admissions desk and prices are as follows:

	<b>Museum Member</b>	<b>Non-Member</b>
<b>Adult (18-61)</b>	\$2	\$10
<b>Senior (62+)</b>	\$2	\$9
<b>Child (2-17), Students &amp; Military w/ID</b>	\$2	\$8
<b>Children under 2</b>	FREE	FREE

Entry to the exhibition is timed and includes admission to the rest of the museum's halls. The \$2 additional charge is not required for members or guests who only wish to visit the museum's permanent exhibits and galleries. General museum admission to just the permanent exhibits is \$8 adults, \$7 seniors, \$6 children, students and military with identification, and free for museum members and children under 2 years old.

Groups of 10 or more can receive a discounted admission rate when scheduled in advance by calling 716.896.5200 x338.

### HOURS

*The Chronicles of Narnia: The Exhibition* and the museum's permanent galleries will be open seven days a week for the following hours:

**Sat. – Thurs.** 10 a.m. to 4 p.m.

**Fridays** 10 a.m. to 7 p.m. beginning February 4

*BMS will close to the public at 4 pm on Friday, January 28 for the Members Only reception*

More information about the museum and the exhibition can be found at [www.sciencebuff.org](http://www.sciencebuff.org).

### 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.

For further information on the BMS and its upcoming activities, call 716-896-5200 or visit [www.sciencebuff.org](http://www.sciencebuff.org).

#### **About 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, Bell Helicopter, Genzyme, L’Oreal, and Simon Property Group. For more information, visit [www.ges.com](http://www.ges.com)

#### **About Walden Media**

Walden Media specializes in entertainment for the whole family. Past award-winning films include: “The Chronicles of Narnia” series, “Journey to the Center of the Earth,” “Nim’s Island” and “Charlotte’s Web.”

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