



PRESS RELEASE

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CELEBRATE THE COLORS OF OUR WORLD WITH THE NEW THEMED EXPERIENCE AT THE BUFFALO MUSEUM OF SCIENCE

(BUFFALO, March 6) “The Colors of Our World” is the focus of *Palette of Life*, a vibrant collage of exhibits, collections and activities at the Buffalo Museum of Science, taking place **March 12 through June 21, 2008**. *Palette of Life* is presented with the sponsorship support of **M&T Bank**.

“*Palette of Life* is a combination of exhibits and activities that focus on the science of color,” stated Mark Mortenson, President and CEO of the Buffalo Museum of Science. “Using a vibrant array of our collections, as well as traveling exhibits from Exploratorium in San Francisco, we have created an intriguing exhibit that will stimulate our visitors’ senses and emotions and explore how color affects us and the world we live in.”

The museum’s central hall has been transformed into a gallery of displays relating color and its role in our everyday lives. Visitors are greeted by a view of the world from a colorblind perspective. Guests can experiment in “Roomful of Color” to discover how color and light work together to affect our perception of color. After walking through the “Spectrum Tunnel”, visitors find themselves in the “Color Lab”, where they will be surrounded by unique color stations from the Exploratorium in San Francisco and unique displays and activities designed by the Museum. In the “Color Lab”, visitors can see and learn what makes the sky blue; create color using the emissions of neon, nitrogen, helium, and other various gasses; create ribbons of light with reflections; explore the functions of color in nature for warning, protection, and attraction; compare the meaning of color and its varying cultural implications in different areas of the world; investigate how color affects our emotions; and much more. Before moving on to the rest of the Museum’s ongoing exhibits, adults and children can add to the “Living Mural”, an entire hall reserved for visitors to add their art, impressions, and colorful collaborations to its walls.

“We’re surrounded by color every day, but we rarely stop to think about what life would be like without it,” Mortenson added. “We’ve created opportunities for children and adults to look at color in ways they never have before, and we hope they come away from this exhibit with a deeper understanding of how color affects our everyday lives.”

Members of the Museum will have the chance to be the first to experience Palette of Life on Tuesday, March 11 at **Members’ Preview Night** from 5:00pm-8:00pm before the doors open to the general public the next morning.

GARDEN DAY AT MLK

Palette of Life visitors can also enjoy “**Garden Day at MLK**” on **Sunday, April 27 from 12 noon to 4:00pm** at the Buffalo Museum of Science. Included with museum admission, “Garden Day at MLK” is a resource-full day about gardens, plants, trees, and the city environment presented by the Buffalo Museum of Science, Cornell University Cooperative Extension Erie County and Buffalo and Erie County Botanical Gardens. The “Garden Day at MLK” agenda will include fun activities for children and families; soil pH testing; “The Doctor is In” diagnosis for visitors’ problem plants; a Botanical Garden plant sale; exhibits, displays and demos by dozens of local garden and environment groups; educational sessions by Master Gardeners; and much, much more!

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 600,000 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. General admission to the Museum is \$7 adults; \$6 seniors (age 62+); \$5 students and children over 3; and free for members and children under 3. The Museum also operates Tiff Nature Preserve in South Buffalo, a 264-acre urban wetland preserve on reclaimed former industrial land; The Elmwood Science Spot, a satellite studio of the Buffalo Museum of Science located in the heart of the Elmwood Village; 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.buffalomuseumofscience.org.

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