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**Branched Out**

Rooted in literacy, a partnership between the  
Buffalo Museum of Science and the  
Buffalo & Erie County Public Library

## BUFFALO MUSEUM OF SCIENCE RESTRUCTURES COMMUNITY OUTREACH EFFORTS TO REACH A WIDER AUDIENCE

### Science Spot grows roots - Collaborative initiative with Buffalo and Erie County Public Library System to feature Science Spot programming at city branches

**BUFFALO (June 24)** – The Buffalo Society of Natural Sciences (BSNS) has announced its plans for the expansion of its community outreach efforts currently offered at its satellite science studio, the Elmwood Science Spot. The community's involvement and interest in programs offered by the Science Spot since its creation in 2005 assures the Society that the concept of satellite science programming is valid, desirable and effective and is therefore ready to evolve to its next phase -- a wider distribution of deepened outreach throughout the city.

In March 2008, the Society staff partnered with the Buffalo and Erie County Public Library System (B&ECPL) in a collaborative initiative called *Branched Out*. *Branched Out* offers free, science-rich experiences for children that connect science and reading literacy in a cross-section of Buffalo Public Library branches, including the Central, Crane, Dudley, East Clinton, East Delavan, Frank E. Merriweather, Jr., Niagara, and Riverside locations.

The motivating factor of bringing science literacy to a wider audience, mixed with the positive response to *Branched Out* and the success of the *Science Spot* programming, has led the efforts of transforming the Science Spot from a single, fixed location into the *Branched Out* model of programming at multiple locations. In order to best serve the public while making the best use of its resources, BSNS has decided not to renew the satellite studio's lease at 810 Elmwood this August and instead distribute the studio's resources through the *Branched Out* program.

*Branched Out*, which runs three sessions throughout the year, is already in progress and its summer programming relates to B&ECPL's current theme, "Catch the Reading Bug". Summer programming scheduled at the Elmwood Science Spot will run, as scheduled, through the end of August. In the Fall, some of the Science Spot programs will be integrated into the *Branched Out* model, while others will be transferred to the Buffalo Museum of Science located at 1020 Humboldt Parkway.

Pre-registration for *Branched Out* is required by calling the library branch where the program is taking place. For locations, dates, times of programs and branch phone numbers, visit the B&ECPL website at [www.buffalolib.org](http://www.buffalolib.org) or the Buffalo Museum of Science website at [www.buffalomuseumofscience.org](http://www.buffalomuseumofscience.org).

*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 Tift 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](http://www.buffalomuseumofscience.org).