



PRESS RELEASE

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FOR IMMEDIATE RELEASE

BUFFALO MUSEUM OF SCIENCE TO HOST *THE ZULA PATROL: MISSION WEATHER*

Popular Children's TV Show Comes to Life to Explore Weather at
the Buffalo Museum of Science on January 11th

BUFFALO (January 8, 2008) — The Buffalo Museum of Science has Buffalo's weather forecast, and it looks like rain, snow, sunshine, wind and clouds! Beginning Friday, January 11, 2008, The Zula Patrol invades Buffalo with a new weather-themed exhibition, ***The Zula Patrol: Mission Weather*** at the Buffalo Museum of Science. Based on the popular CG animated children's series on WNED's ThinkBright station designed for children ages 3-8 years old, The Zula Patrol teaches young explorers about key science concepts as they encounter the strange and wild weather of our planet.

The Zula Patrol: Mission Weather will run through March 2, 2008 at the Museum at 1020 Humboldt Parkway in Buffalo. The exhibit **SNOW** will also be on view at the Museum through February 24th, 2008. Both exhibits are included with Museum admission. General Museum hours are 10:00am to 5:00pm Wednesday through Saturday, and Noon to 5:00pm on Sunday. Tuesdays are reserved for school & pre-booked groups and the Museum is closed on Mondays.

"Children have an innate curiosity about the world around them. ***The Zula Patrol: Mission Weather*** exhibition helps them explore the basic idea that weather is part of their world, and their world is part of the larger Universe," said Mark Mortenson, CEO and President of the Buffalo Society of Natural Sciences. "The fun, hands-on elements of the exhibition help families learn what weather is, how it works, what affects it, and how it affects us and the world we live in."

"I created The Zula Patrol weather exhibition because it is crucial to get kids interested in science at an early age," said Deborah M. Manchester, PhD, creator and CEO of Zula, Inc. "They both introduce weather concepts such as wind, clouds and temperature extremes to kids and their families in fun and engaging ways — hopefully providing a catalyst for a science-minded future."



THE EXHIBITION

The Zula Patrol: Mission Weather is made of five freestanding, interactive stations that combine to create the colorful cartoon world of Zula. Zula characters invite visitors to join them as they explore weather phenomena throughout the exhibit. At the first station, families will learn about clouds along with Professor Multo and reach inside a swirl of water vapor – the closest thing to touching a real cloud. Whizzy and Wigg teach visitors about wind by using a variety of devices to move the air, starting a chain reaction of events, including spinning a windmill to trigger lights. Temperature is the focus of the next station, where young explorers can step inside two domes that demonstrate hot and cold extremes. Space Pilot Zeeter has transformed the cockpit of her spacecraft into The Weather Window. Visitors sit in the pilot and co-pilot seats and use three controls to change the scene in the Weather Window, where Zula villains Dark Truder and Traxie lurk. The last station, Multopedia, features Professor Multo's book – a content-rich, interactive media station that allows guests to scroll through video clips of weather scenarios ranging from a snowflake melting to a year's worth of weather flying by in a few seconds. A Zula-themed activity center allows kids to read weather-themed books and create the sounds of weather using a wind machine, rain tubes and a thunder sheet.

ABOUT ZULA USA, LLC

Zula USA, LLC produces a package of entertaining, educational products that are designed to provide early science education and reading literacy for children in pre-school through second grade. Zula's comprehensive program addresses the national call for science literacy education among the very audience for whom research demonstrates that early intervention is most effective. By reaching pre-kindergarten and early elementary students, Zula can provide a critical foundation in understanding science concepts and content. Currently airing nationally on PBS, the television program and its supporting materials provide science education and character-building lessons in an entertaining format that encourages whole family participation. The entire Zula package serves many aspects of learning, promotes literacy, and provides a diverse approach to learning styles. The expert team of educators, writers, scientists, and media specialists works to ensure that Zula delivers a dynamic, focused, fun learning experience for children whose natural interest is in learning about the world around them.

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. 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 Byron, 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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