



PRESS RELEASE
For Immediate Release
September 5, 2016

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Sid the Science Kid Visits Discovery Gateway Children's Museum

Sid the Science Kid: The Super-Duper Exhibit!
Opens September 24

Salt Lake City, UT – Beginning September 24, kids can join Sid the Science Kid on an amazing scientific adventure when *Sid the Science Kid: The Super-Duper Exhibit!* opens at Discovery Gateway Children's Museum! This exciting new traveling exhibit brings the award-winning PBS KIDS TV series *Sid the Science Kid* to life. For the first time ever, kids will be able to step into Sid's world and become "science kids" themselves as they discover and investigate everyday science questions around Sid's home, at school in the Super Fab Lab and on the playground. Through fun, hands-on activities, kids will use scientific tools and thinking to learn about simple machines, the laws of motion, magnetism, air power and the five senses. It's sure to be a super-duper-ooper-schmooper good time!

"With the support of our local sponsors, Discovery Gateway is honored to bring this interactive exhibit to our community," said Executive Director Laurie Hopkins. *"Children of all ages will enjoy becoming science kids by exploring science, technology, engineering, and math in Sid's world."*

To celebrate the opening, Discovery Gateway members are invited to preview the exhibit and take photos with Sid the Science Kid on Friday, September 23 during museum hours from 10 am - 6 pm.

Discovery Gateway is also hosting *Breakfast with Sid the Science Kid* on Saturday, September 24 from 9 - 11 am. Attendees will enjoy breakfast, a super-duper science show, photos and activities with Sid, and exclusive playtime in the exhibit for \$16.50 per person or \$7 per person for Museum members. Space is limited so please make reservations online at DiscoveryGateway.org or by calling Discovery Gateway at 801-456-5437.

The exhibit will open to the public directly after the breakfast event at 11 am.

Sid the Science Kid: The Super-Duper Exhibit! will be at Discovery Gateway Children's museum September 24 through January 16 and is free with Museum admission. Created by The Magic House, St. Louis Children's Museum® in collaboration with The Jim Henson Company, the exhibit is generously made possible by The Boeing Company, the Employees Community Fund of Boeing St. Louis, Sally and Bill Canfield, the Crawford Taylor Foundation, Judy and Jerry Kent, Monsanto Company and



Sigma-Aldrich. Local sponsorship is provided by the George S. and Dolores Doré Eccles Foundation and The Gateway. Media sponsorship provided by KUED PBS Kids.

About Discovery Gateway: The Children’s Museum of Utah:

Discovery Gateway children’s museum is located in downtown Salt Lake City at 444 West 100 South and is a contemporary discovery center offering 60,000 square feet of interactive, hands-on fun. The engaging workshops, programs, and exhibits invite the whole family to create, learn, and play together. It is the mission of Discovery Gateway to inspire children of all ages to imagine, discover, and connect with their world to make a difference. For information, please call (801) 456-5437, or visit us at www.DiscoveryGateway.org

About The Jim Henson Company

The Jim Henson Company has remained an established leader in family entertainment for over 50 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world famous Muppets, Henson has received over 50 Emmy Awards and nine Grammy Awards. Recent credits include the Emmy® nominated *Sid the Science Kid*, *Dinosaur Train*, *Wilson & Ditch: Digging America*, *Pajanimals* and *Doozers*. Features include *The Dark Crystal*, *Labyrinth*, *MirrorMask*, and *Unstable Fables* and television productions include *Fraggle Rock* and the sci-fi cult series *Farscape*. Independently owned and operated by the five adult children of founder Jim Henson, the Company is also home to Jim Henson’s Creature Shop™, a preeminent character-building and visual effects group with international film, television and advertising clients, as well as Henson Recording Studios, one of the music industry’s top recording facilities known for its world-class blend of state-of-the-art and vintage equipment. www.henson.com

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