

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Explore the Good, the Bad and the Downright Ugly of How Your Body Works

*Grossology: The (Impolite) Science of the Human Body premieres
October 2, 2010, at Discovery Center Museum/Burpee Museum
NEW shared exhibition hall*

EMBARGOED FOR RELEASE

April 9, 2010

ROCKFORD, IL — The Rockford Region has a well-deserved reputation for being home to unique, affordable family-friendly attractions, and now it has even more to offer! Discovery Center Museum and Burpee Museum of Natural History will soon open their new shared Woodward Exhibition Hall. The two museums broke ground on the exhibition hall in July of 2009, and the added space will allow both museums to expand their current offerings and bring in prominent traveling exhibits from across the nation.

The museums are pleased to announce their first traveling exhibition, and it's sure to be a real gas! **Grossology: The (Impolite) Science of the Human Body will be featured in October 2, 2010, to January 2, 2011.** Grossology explores why your body produces mushy, oozy, crusty, scaly and stinky gunk. Based on the best-selling book "Grossology," the exhibition uses sophisticated animatronics and imaginative exhibits to tell you the good, the bad and the downright ugly about runny noses, body odor and much more.

The 5,000-square-foot exhibition has more than 20 interactive displays and games and is touring North America on a five-year commitment, visiting major museums, science centers, theme parks and other similar venues. Designed to be the first of its kind, the exhibition gives kids, along with intrigued adults, an opportunity to:

- Become a dust particle and walk through a giant nose to learn about air filtering, air heating, olfaction and mucus production.
- Climb a human skin wall with warts, hairs, wounds and other objects that act as hand and foot holds. Here visitors discover more about features such as pimples, blisters, pores, bruises and scabs as they relate to the epidermis.
- Visit the Vomit Center and learn the many reasons humans vomit or stop by the Toot Toot exhibit to create different sounds that replicate the physics of gas.
- Help a larger-than-life cartoon character release a giant burp by pumping soda pop from a three-foot can to make him drink and increase his stomach pressure.
- Play Gas Attack pinball and collect points off bumpers dressed up as food items.

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- Crawl and slide through a more than 30-foot-long 3-D model of the digestive system.
- Learn how food is digested as it passes through the gastrointestinal system by watching an X-ray machine.
- Listen to various sounds the body makes, such as stomach gurgles, air movement in the lungs, heart beating and gulping in the throat by pressing buttons on a cartoon body.
- Find out what causes runny noses, sneezes and allergies with Nigel Nose-it-All. Microscope stations at this exhibit also feature things that cause runny noses.
- Learn how boogers are formed by launching dirt balls into a larger-than-life nose. Be careful though, it may sneeze and shoot back a slew of dirt balls!
- Play surgery and attempt to remove organ parts from a body without touching the sides of the patient.
- Match the body odors with the correct area of the body: arm pits, lower intestine, mouth or feet.
- Act as a kidney by using a virtual reality glove and blue-screen technology to grab waste elements and remove them from the blood stream.
- Test their Grossology IQ with a multiple-choice challenge or play the Grossology CD with exploratory labs, puzzles games and other computer activities.

See the attachment for full descriptions of all of the Grossology exhibits.

About Discovery Center Museum

Experience a world of hands-on investigation and fun-filled exploration at this children's museum with more than 250 hands-on art and science exhibits. The museum is ranked the #4 children's museum in the nation by Child magazine.

Location: 711 North Main Street, Rockford, Ill., inside Riverfront Museum Park

General admission: \$6/adults, \$5/children (ages 2 to 17), free for children under 2 years and museum members. *General admission does not include admission to the Grossology exhibit.*

Hours: 10 a.m. to 5 p.m. Mondays through Saturdays and noon to 5 p.m. Sundays

For additional information: 815.963.6769, www.discoverycentermuseum.org

About Burpee Museum of Natural History

Burpee Museum is the home of Jane, a rare juvenile Tyrannosaurus rex, and one of the preeminent mid-sized natural history museums in the nation. Its mission is to inspire all people to engage in a lifetime of learning about our natural world.

Location: 737 N. Main Street; Rockford, Ill.

General admission: Adults: \$6/residents, \$7/non-residents; Children (ages 3–17): \$5/residents, \$6/non-residents; free for members. *General admission does not include admission to the Grossology exhibit.*

Hours: Summer: 10 a.m. to 5 p.m.; School Year: Noon to 5 p.m. Mondays through Fridays and 10 a.m. to 5 p.m. Saturdays and Sundays

For additional information: 815.965.3433, www.burpee.org.

Rockford, IL, is located approximately 60 minutes west of Chicago's O'Hare International Airport off Interstate 90. For information on accommodations and things to do, visit www.gorockford.com. The Rockford Area Convention & Visitors Bureau is a private, non-profit organization that champions efforts to promote and further develop the Rockford Region as an overnight visitor destination. RACVB generates positive economic impact for the community through investments in tourism marketing, sales, promotion and advocacy.

– ATTACHMENT –

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Grossology Exhibit Descriptions

**On display October 2, 2010, through January 2, 2011, at the
Woodward Exhibit Hall shared by Discovery Center Museum and Burpee Museum**

Gallery Entrance

Meet "Her Grossness", an animated character who towers over the top of an 8' x 8' book replica and introduces you to GROSSOLOGY. The gallery entrance area is 16' x 16' and is decorated with many books from Her Grossness' library.

Nigel Nose-It-All

Visitors activate this animatronic exhibit by pressing one of five buttons to learn about how their nose functions, including allergies, sinuses, snot trivia, runny noses and more. In addition, microscopes at the exhibit's base feature slides of things that cause runny noses. The more than 9-foot-tall animatronic figure moves its head, arms, eyelids and handle, and a special snot ball drops out of his faucet nose at various times during his presentation.

Tour du Nose

Enter a giant cartoon nose and explore 10 very realistic nasal features: nose hair; conchae, the opening to the front of the sinuses; the septum; the eustachian tubes; mucus production; a view down the throat; tear ducts; the olfactory epithelium and blood vessels. As people enter and walk to the back of the nose, the nose awakens and lets out a loud "sneeze," which triggers a rush of air through the nose!

Climbing Wall

This large-scale fiberglass replica of human skin features pimples, warts, wounds, hair, moles and other skin blemishes. Visitors discover many features of the skin as they climb across this wall (12' wide x 9' high by 3' deep).

Burp Man

A larger than life cartoon character drinks from a three-foot pop can pumped by visitors. The stomach pressure increases until the character releases a giant burp, while a second interactive exhibit shows how the sphincter works.

Gas Attack!

Everyone loves to play pinball. Two custom pinball games are positioned in front of an animated pig sitting atop a pile of poo. The games are customized to teach children which foods create more gas in their bodies. The animated pig says funny quips at the start and end of each game.

GI Slide

This exhibit is for young visitors who slide and crawl through its giant 3-D model of the digestive system from mouth to large intestine. The exhibit is 8' high and more than 30' long.

Patients Please!

Visitors learn their body parts in this activity styled ala the famous game "Operation." Visitors can attempt to remove body parts from the game table without touching the sides of the holes.

GROSSOLOGY CD ROM

Play GROSSOLOGY by Segasoft at one of four computer stations. Each computer has a character face positioned around its monitor.

Listen to Your Body

Press one of four buttons to listen to various body sounds: heart, stomach gurgles, breathing and swallowing.

Look Inside

Learn how food is digested as it passes through the gastrointestinal system.

Up Your Nose

Learn how boogers form in your nose by launching pollen balls at an oversized nose. Shooting five pollen balls into the nose causes the nose to sneeze and shoot back the balls at the visitor.

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Urine: the Game

This exhibit teaches visitors how the kidneys remove waste from the blood.

Vomit Center

A Rube Goldbergesque structure of the digestive system explores the many causes of vomiting.

Y U Stink

Match the body odors with the area of the body they come from: arm pits, lower intestines, mouth and feet. You smell, select your answer, then a red or green light glows from under the bacteria model to identify if you have answered correctly or not.

Toot Toot

Visitors use rubber tubing and air to learn about the physics of tooting.

Let's Play GROSSOLOGY!

How much do you know about the gross things your body does? This multiple choice trivia game tests what people have learned from visiting GROSSOLOGY.

Book Backdrops

Many of the exhibits have a book backdrop (8' x 8' each page) with much more science and interesting points on them. The book pages are styled after the actual book and include human models, endoscopy videos of the human digestive gastrointestinal system. Many science, health and cultural factoids are used on each book page.

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