**FOR IMMEDIATE RELEASE**

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**Grand Rapids Public Museum’s New Exhibit:**

**“Brain: The World Inside Your Head” Opens This Month**

**Grand Rapids, MI** – The Grand Rapids Public Museum (GRPM) is opening a new exhibit, *Brain: The World Inside Your Head,* on September 16! *Brain* literally takes you inside the head to probe the geography of a giant brain and stand in the midst of the brain’s constant electrical brainstorm as thoughts and sensations are generated.

This fascinating exhibit for all ages provides a hands‑on and up‑close look at the human body’s most essential and fascinating organ by exploring its development, geography and function.

Upon entry into the exhibit, visitors walk through a shimmering tunnel of flashing fiber-optics that illuminates networks of neurons firing and communicating. From this dynamic beginning, *Brain* invites guests deeper into the brain to discover its basic workings. Trace this brain’s development from infancy through old age, learn the evolution of scientists’ understanding of the brain’s physiology and study the re-created skull of Phineas Gage — a man who survived after his brain was pierced by a metal rod.

This traveling exhibit employs innovative special effects, 3-D reproductions, virtual reality, hands-on learning activities and interactive technology to delve into the inner workings of the brain, including its processes, potentials and mysteries.

"*Brain: World Inside Your Head* is a great way for all ages to be hands-on in learning about our brains!" said Kate Moore, Vice President of Marketing & PR at the GRPM. "As the hub of science for West Michigan, we are offering an inside look at the anatomy of our heads and information on brain health."

Admission to *Brain: The World Inside Your Head* will be FREE with general admission. *Brain* will be located on the Museum’s second floor and run from September 16 to January 7, 2018.

On Saturday, September 16, Grand Valley State University will be hosting their Brain STEM event at the GRPM from 10 a.m. to 3 p.m. BrainSTEM is a free community event to display the interactive, innovative, and creative activities relating to science, technology, engineering, and math.

Media is invited for a special preview of *Brain: The World Inside Your Head* on Friday, September 15 from 10 a.m. to 12 p.m. Please RSVP to Christie Bender at [cbender@grpm.org](mailto:cbender@grpm.org).

*Brain: The World Inside Your Head* is sponsored by The Steve & Amy Van Andel Foundation, David & Carol Van Andel Family Foundation, Hope Network Neuro Rehabilitation, Pine Rest Christian Mental Health Services, Lighthouse Group, Adventure Credit Union, Brain Injury Association of Michigan, Chris & Kim Branoff, Grand Rapids Griffins, The Jant Group and Spectrum Health. The media sponsor for *Brain: The World Inside Your Head* is WZZM13.

This exhibit is brought to you by the citizens of Kent County and the voter approved 2016 millage.

**Grand Rapids Public Museum**

The Grand Rapids Public Museum is an invaluable, publicly-owned institution that is home to more than 250,000 unique artifacts that tell the history of Kent County and beyond, houses the only planetarium in the region, and is responsible for protecting the Norton Indian Mounds, a national historic landmark. The Grand Rapids Public Museum is accredited by the American Alliance of Museums, with its main location in downtown Grand Rapids, MI at 272 Pearl Street, NW. For additional information including hours of operation, admission fees and exhibit/event listings, please visit [www.grpm.org](http://www.grpm.org/).

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