



FOR IMMEDIATE RELEASE

November 3, 2009

Alden B. Dow Museum of Science and Art presents:

What: "School Spirit Saturdays" – fundraiser during *EINSTEIN* Exhibit

When: October 24, November 7, & 14

Where: Alden B. Dow Museum of Science & Art, Midland Center for the Arts, 1801 W. St. Andrews Rd., Midland, MI 48640

Cost: General Admission: \$8 adults/\$5 children; \$1 from each regular-priced ticket will be donated

Information: Call Ticket Office at (989) 631-8250 or (800) 523-7649 or www.mcfta.org

MIDLAND – Middle school students and their families have a unique opportunity to benefit local schools while learning a little more about the life and theories of one of the greatest scientists of all time: Albert Einstein. Alden B. Dow Museum of Science and Art and Midland Public Schools announce a pilot program: **"School Spirit Saturdays"** at *EINSTEIN*, on exhibit now through December 6 at Midland Center for the Arts, 1801 W. St. Andrews Rd., Midland, MI. By mentioning the "School Spirit" promotion, \$1 will be donated to the participating middle school for each regular-priced ticket sold to the exhibit. "Middle School Spirit Saturdays" dates are: October 24 (Jefferson Middle School), November 7 (Northeast Middle School), and November 14 (Central Middle School).

"The Alden B. Dow Museum of Science and Art is pleased to partner with Midland Public Schools on this pilot program. This fundraiser is an opportunity to benefit local schools when students visit this exceptional exhibition. In addition to Einstein's contributions to the world of science, this exhibit truly illustrates that one man can – and did – make a difference," says Deborah Anderson, Education Curator for the museum. "We hope that success with this program will lead to extending offers like this to other schools during future exhibits."

Visitors must mention the "School Spirit" promotion when purchasing their tickets. Admission costs \$8 for adults, \$5 for students and is free for museum members. Ticket price includes admission to all Museum exhibits, including Hall of Ideas. Saturday Museum hours are 10 am to 4 pm. Visit www.mcfta.org or call the Ticket Office at 800-523-7649 for tickets and more information.

The Alden B. Dow Museum of Science and Art (ABDM) celebrates discovery, creativity and individual expression through art, science and the interplay between them. Exhibitions in the Museum, classes at the Museum School, multiple outreach programs, a permanent collection and various special events are all components in the ABDM programming.

Midland Center for the Arts, Inc. is a non-profit, tax-exempt corporation formed under the laws of the State of Michigan incorporating six groups: Alden B. Dow Museum of Science and Art, MATRIX:MIDLAND, Midland County Historical Society, Midland Symphony Orchestra, Music Society and Theatre Guild. Activities at Midland Center for the Arts are supported in part by the Michigan Council for Arts and Cultural Affairs, a partner agency of the National Endowment for the Arts. For the latest Center news, visit our web site at www.mcfta.org.

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