

FOR IMMEDIATE RELEASE

December 16, 2009

Alden B. Dow Museum of Science and Art presents:

What: *WaterWorks: Soak Up the Science*

When: **January 28 – April 25, 2010**

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

Cost: **\$9 adults; \$6 children; \$3 for Museum members**

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



"WATERWORKS: SOAK UP THE SCIENCE" makes a SPLASH at Midland Center for the Arts on January 28, 2010

MIDLAND - *WaterWorks: Soak Up the Science* makes its debut at the Alden B. Dow Museum of Science and Art, Midland Center for the Arts, on January 28. The 6,000-square-foot travelling exhibition, developed and produced by Science North, Canada's world-renowned science center, will involve visitors in better understanding and appreciating our most precious natural resource: water. "*WaterWorks* presents a great interactive opportunity for families, enabling visitors to discover the importance of water in our lives, in our environment and the world," says Bruce Winslow, Director of the Alden B. Dow Museum of Science and Art. "Young people will be captivated and engaged by the exhibition's ingenious style, and that's real fun learning." Blue is the new green and Earth is a blue planet: 75% is covered with water, but only a very small percentage is available for human consumption. *WaterWorks* responds to the age-old myth of complete water abundance and addresses the need for sustainability for future generations. The exhibit runs January 28 through April 25. Tickets are \$9 adults; \$6 children; \$3 for Museum members. School and group rates are available. Ticket price includes admission to all Museum exhibits, including "The Art of Water," five water-related art exhibitions by contemporary artists, and the interactive Hall of Ideas. All can be viewed during normal Museum hours: Wednesday, Friday and Saturday, 10 am to 4 pm, Thursday 10 am to 8 pm (starting January 28), Sundays 1 pm to 5 pm, CLOSED Mondays, Tuesdays and major holidays. For information, call the MCFTA Ticket Office at (989) 631-8250 or (800) 523-7649 or visit www.mcfta.org. www.sciencenorth.ca

WaterWorks: Soak Up the Science includes fun, interactive learning experiences that enable visitors to experience the playful, powerful and precious world of H₂O. Visitors will explore the physical properties of water with exhibits on raindrops, rainbows and snowflakes, learn how water "cycles" from the tap to the treatment process, calculate their own water consumption and pick up conservation strategies from "Walter" the adventurous Water Molecule as he shares his experiences in the wondrous and unpredictable world of water cycles and transformations. Through its progressive approach in exhibition design, *WaterWorks* is both imaginative and

inspiring – allowing visitors to play with water, harness its power, and grasp its importance in our everyday lives – without wasting a drop! With its unique, timely and highly interactive approach to science education *WaterWorks* is sure to attract and WOW visitors. The exhibition runs through April 25. The traveling exhibition is made possible by Dow Corning Foundation as Tour Presenter. Supporting Sponsor is City of Greater Sudbury, Ontario. Local sponsors are Dow Corning Corporation, The Dow Chemical Company, Bank of America, American Water Works Association (Michigan Section), The Little Forks Conservancy, Stryker Lakeside Marina, Brubaker's Plumbing, Heating and Air Conditioning, Inc. Media sponsors: Quick Reliable Printing, Citadel Broadcasting & WNEM TV5.

Opening Events/Special Programming

"Dive into *WaterWorks*" Special Family Opening: Saturday, January 30, from 1 to 4 pm. Included in exhibition admission. Wear your swimsuit, Hawaiian shirts, or swim goggles to be eligible to win prizes. Includes kid-friendly activities, family fun, and light treats.

"Mysteries of the Great Lakes" film: Sunday, February 7 at 2 pm. Cost is \$5 per person. It takes a drop of water nearly 400 years to travel from the headwaters of Lake Superior to the edge of Lake Ontario. Along the way, the water passes by towering cliffs dotted with early Native American pictographs, over giant prehistoric sturgeon lurking among thousands of shipwrecks and past nearly 40 million people who live along the more than 10,000 miles of coastline. Witness the mysteries of the Great Lakes in this dramatic journey through some of the most spectacular scenery in the world. A Science North production originally presented in IMAX Theaters, it features the music of Gordon Lightfoot.

"Water is Wonderful!": Sunday, March 7 at 2 pm. Cost is \$8 non-members; \$5 museum members. Participants will be admitted to *WaterWorks* exhibition for member rate (\$3) on the same day. Join Dow Corning scientist Gina Malczewski on a journey all about water. Through inquiry and hands-on activities, attendees will learn about water: the molecule, its forms and locations, its availability and its properties (including acidity, basicity, phases, solvency and conductivity). Individuals will be able to "become" water molecules and learn how they interact. Different types of water will be analyzed, and simple clean-up of contaminated water will be demonstrated. Presented by Dow Corning Corporation.

Lecture: "The Role of the Great Lakes and our Water in Economic and Social Development" by John Austin: Thursday, March 11 at 7 pm. Cost is \$8 non-members; \$5 museum members. Participants will be admitted to *WaterWorks* exhibition for member rate (\$3). Mr. Austin is Director of the Great Lakes Economic Initiative for the Brookings Institution, designed to improve the economic vitality of the Great Lakes states. He is a respected public policy analyst and a featured speaker around the Great Lakes on the economy of the region, and in particular the role of the Great Lakes, our water and natural resources as assets.

Super Science Day: Saturday, March 20 at 12 to 3 pm. Cost is \$3 per person. Combo ticket with *WaterWorks* admission is \$9 adults, \$6 children for non-members; \$6 per person for members. Join our friends from the Ann Arbor Hands-On Museum for an ABSORBING good time as you participate in up to 20 hands-on science experiment/demo stations. Many activities will focus on WATER as a theme. All ages welcome! FREE Summer Camp Kick-off Event will be happening in the brick lobby on this day too! Don't miss it!

"Family Film": Saturday, April 17 at noon and at 2 pm. Cost is \$6 per person. Visit www.mcfta.org for information. An epic story of adventure, starring some of the most magnificent and courageous creatures alive on a journey across our watery planet. Filmed with spectacular clarity and beauty, this family-friendly movie is majestic and intimate as it captures rare footage of nature's wildest and most elusive animals. One day only!

Earth Day Expo: Saturday, April 24 at 10 am to 2 pm. FREE event, co-sponsored by the American Chemical Society - Midland Section. Activities and information for all ages.

Scout Tours: Thursdays and weekends, \$5 per scout. Includes special *WaterWorks* patch. Scout tours must be scheduled in advance. Visit www.mcfta.org for more information and to schedule a Scout Tour.

WaterWorks Weekly Events: Voting Wall where visitors can choose their favorite ways to reduce water usage. "**Think Globally, Act Locally,**" a community action board where local groups post opportunities to get involved in water activities & conservation. **Wonders of Water Lab Experience:** guided activities and demonstrations on Saturdays at 2 pm (except February 20), beginning February 6. Cost is \$4 plus museum admission. This is a 45- to 60-minute program of hands-on experiments and demonstrations. Limited seating; advanced reservations are suggested.

About Science North

Experts from Science North and Dynamic Earth, two world-renowned science centers in Sudbury, Ontario, Canada, create award-winning, high impact exhibits for science centers, museums, zoos, aquariums, visitor centers and corporate centers worldwide. www.sciencenorth.ca

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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