

## FOR IMMEDIATE RELEASE

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### **Children's Museum of Denver and United Launch Alliance Present: 3, 2, 1...Blast Off!**

*Summer exhibit will provide a testing ground for young "rocket scientists"*

**Denver, CO** - This summer, the Children's Museum of Denver will go where few have gone before. Their mission: To teach children the principles of flight and the fundamentals of rocket science. Opening June 11<sup>th</sup> and running through September 6<sup>th</sup>, *3, 2, 1...Blast Off!* will be an interactive science exhibit for all curious minds. Children can explore the elements of aerodynamics, physics, technology and engineering by building, launching and testing their own rockets, planes, hovercrafts and other flying devices.

The summer experience hopes to inspire and educate children and their grownups about the fundamentals of rocket science in an entirely interactive environment. In partnership with United Launch Alliance, the goal is to "Get young children and their caregivers really engaged and excited about science," says Mike Yankovich, president and CEO of the Children's Museum of Denver. "We are thrilled to have a prestigious partner like United Launch Alliance, who brings decades of space launch experience, to help us make the world of science fun and accessible for kids."

Through experimentation with building materials and a variety of air-pressure mechanisms, kids and their grownups can hypothesize how far, in which direction and for how long their contraptions will fly. They can investigate the properties of flight firsthand and learn about air pressure, lift, gravity and propulsion as it relates to their design.

The exhibit will have two main components: The Engineering Lab, located inside the Museum, and The Lunar Outpost and Launch Pad, set up outside on the plaza.

Inside The Engineering Lab, kids can build and launch small rockets and planes, with the primary purpose being aim and trajectory as they try to hit a variety of targets. In another area, kids can experiment with simple flyers and large columns of air, floating and testing their hand-crafted paper gadgets in propulsion streams powered by large fans. Families will also have the opportunity to learn about the history of flight through artifacts, including the 12-foot-tall model Atlas rocket, recently

donated to the Museum by United Launch Alliance, and videos that chronicle the colorful history of flight and its experimental nature.

Outside, The Lunar Outpost and Launch Pad will fuel distance-minded folks as their larger paper rockets soar up to 150 feet. Sending their spaceships onto a field with planet distance markers, kids will get a feel for how far rockets actually travel. Having the chance to design and launch, then redesign and re-launch, they can learn that different designs result in different outcomes.

Together, the Children's Museum of Denver and United Launch Alliance created *3, 2, 1...Blast Off!* to reach both their missions to bring science and engineering to young children. "United Launch Alliance is committed to a robust corporate citizenship program that targets the need to excite our next generation of engineers and rocket scientists," says Chris Chavez, who directs ULA's community involvement efforts. "Proficiency in science and technology will be key ingredients to successful careers for today's students. We're proud to be partners with the Children's Museum in fulfilling such a critical need, and inspiring Denver's youth through exposure to science and technology."

*All 3, 2, 1...Blast Off! activities are included with the price of admission.*

#### **About the Children's Museum of Denver**

Since its inception in 1973, the Children's Museum of Denver has been a place that ignites and fosters a great love of learning. The mission is to create a community where children and their grownups learn through play.

The Museum provides rich play experiences and a dynamic learning environment to help young children prepare for their future. The Children's Museum of Denver is a nonprofit 501(c)(3) organization that relies heavily on the support of Museum friends.

The Children's Museum of Denver is located at I-25 and 23rd Avenue (exit 211), in the Platte River Valley. For more details about the Museum, and its programs and events please visit [www.mychildsmuseum.org](http://www.mychildsmuseum.org).

#### **Contacts**

Zoe Ocampo, Marketing and Communications Manager

303.561.0111 – office

732.407.9233 – cell

[zoeo@cmdenver.org](mailto:zoeo@cmdenver.org)

Amy Burt, Director of External Affairs

303.561.0105 - office

720.771.4991 - cell

[amyb@cmdenver.org](mailto:amyb@cmdenver.org)

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