



FOR IMMEDIATE RELEASE

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Children's Museum of Denver's Longtime Partner, United Launch Alliance, Invests in Museum Expansion

ULA and Children's Museum celebrate \$300,000 gift with Atlas V launch event tomorrow

Denver, CO – Building on a partnership to create unique STEM-based experiences for young children that began in 2007, United Launch Alliance (ULA) will continue its support of the Children's Museum of Denver in their \$16.1 million expansion to double its size. ULA's \$300,000 gift will support 3, 2, 1...Blast Off!, a rocket building and launching station within the new Energy exhibit.

To celebrate the partnership, United Launch Alliance will host a rocket launch event at the Children's Museum on Wednesday, May 20 at 2:00 p.m. ULA representatives will show the May 20th Atlas V rocket launch with a mission for the Air Force and teach children about the science behind the launch.

"As America's ride to space, ULA is committed to inspiring the next generation of rocket scientists and engineers," said Tory Bruno, ULA president and CEO. "ULA focuses its support in areas of STEM education. Through great partners like the Children's Museum, we collectively are making an impact in helping prepare our students and future workforce for the exciting STEM careers of the future."

The 3, 2, 1...Blast Off! experience will be part of the 2,100 sq. ft. Energy exhibit where kids and their grown-ups will experiment with building materials and a variety of air-pressure mechanisms to explore the scientific method, predicting how far, in which direction and for how long their contraptions will fly. ULA also will continue to show its rocket launches in the exhibit space.

"The goal is to make science and engineering accessible and engaging for young children and we're honored to have ULA's continued support on this initiative," Mike Yankovich, President and CEO of the Children's Museum of Denver said. "By creating a dynamic experience that let's children learn, through kid-powered experimentation, all about these complex scientific ideas, we're facilitating the opportunity to grow a life-long love of science."

In addition to 3, 2, 1...Blast Off!, the Energy exhibit will feature an energy quest, hot air balloon launch, air cannon, solar energy station and many other interactive areas designed to teach children to find, create, collect and transform energy resources. Construction for the expanded wing that will house Energy is near completion and prototyping for the exhibit features is underway. Energy will open in late 2015 as a part of the expanded Museum's Grand Opening. United Launch Alliance is joined in their support of the Energy exhibit by Encana and other generous corporate, foundation and individual donors.

About the Children's Museum of Denver

The Children's Museum of Denver believes in kid-powered learning. Every day, expertly designed exhibits and programs open doors for Colorado's curious young minds to express what they know and to discover, create and explore more - on their own terms.

Since 1973, the Children's Museum of Denver has served the metro-Denver community as a learning institute dedicated to the education and growth of young children, newborn through age 8, and their caregivers. The Museum provides rich play experiences and a dynamic learning environment for children to joyously learn through innovative and interactive Playscapes (hands-on exhibits), engaging daily programming and year-round special events. Last year, they served more than 359,000 children and their grown-ups.

The Museum is currently under construction on a \$16 million expansion to create a 9-acre campus and new experiences; doubling the size of the current facility. The expansion is slated for completion late 2015.

The Children's Museum of Denver is a 501(c)(3), private non-profit organization, and a Tier II SCFD member.

About United Launch Alliance

With more than a century of combined heritage, United Launch Alliance is the nation's most experienced and reliable launch service provider. ULA has successfully delivered more than 90 satellites to orbit that provide critical capabilities for troops in the field, aid meteorologists in tracking severe weather, enable personal device-based GPS navigation and unlock the mysteries of our solar system.

For more information on ULA, visit the ULA website at www.ulalaunch.com. Join the conversation at www.facebook.com/ulalaunch, twitter.com/ulalaunch, and instagram.com/ulalaunch.

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