



### Sci-Tech Discovery Center

>Welcome to the Sci-Tech Discovery Center, where budding scientists will find **Mind-Stretching Fun!** Live July 10th through August 29th. Located at The Shops at Willow Bend in Plano, the Sci-Tech Discovery Center is proud to introduce its annual preview facility and debut exhibit and is committed to helping to enrich, inspire and encourage a lifelong interest in learning especially in the critical areas of science, math, and technology.

Refreshed for summer, this dynamic new facility introduces and features **Zap! Surgery Beyond the Cutting Edge** exclusively, a permanent Sci-Tech Discovery Center will offer hands-on math, science and technology discovery experiences through permanent and traveling exhibits, educational programming and community outreach serving more than 150,000 visitors of all ages each year. With the permanent facility, visitors may enjoy an array of mind stretching exhibits as well as programs, demonstrations, and simulations, outdoor activities and exhibits, a theater, restaurant and gift shop, party facilities and classrooms for groups. The center will be designed to appeal to many audiences and age groups. It will be a place that will challenge and inspire young minds and help sustain the energy and progressiveness of area businesses.

The Sci-Tech Discovery Center is an independent, non-profit institution with an 11-member board of directors. It is a member of the Association of Children's Museums and the Association of Science and Technology Centers.

### Sci-Tech Discovery Center presents Zap! Surgery Beyond the Cutting Edge

Mind-stretching in content and fun by design, **Zap! Surgery Beyond the Cutting Edge** is a \$2.4 million, 4,000-square-foot exhibit developed by the Carnegie Science Center. This dynamic exhibit uses high- and low-tech manipulatives, multi-media presentations, role playing activities and full-body interactions to demonstrate the basic science concepts behind some of today's most fascinating surgical techniques — lasers, endoscopes, ultrasound, cryosurgery and the Gamma Knife. A cabin simulator ride offers participants a virtual trip through the human body and five dynamic, interactive challenges participants to be the surgeon!

In addition, the exhibit offers **Zap! Junior**, an area designed especially for children ages 3-6. This interactive area encourages role-playing and the exploration of human anatomy and medical technologies. And, you won't want to miss taking a turn at the life-sized **Operator™** game.

The Sci-Tech Discovery Center is proud to present its initial preview exhibit, **Zap! Surgery Beyond the Cutting Edge** to the community. Come experience **Mind-Stretching Fun!**

**MUSEUM HOURS:**  
 Sunday: Noon – 6 p.m.  
 Monday: Closed  
 Tuesday & Wednesday: 10 a.m. – 6 p.m.  
 Thursday, Friday, Saturday: 10 a.m. – 9 p.m.

**ADMISSION:**  
 \$6.00 per person for ages 3 and up  
 Group rates are available.

**BIRTHDAY PARTIES:**  
 Call today to schedule the summer's wildest birthday experience! The Sci-Tech Discovery Center will offer a Mind-Stretching Fun party venue for your child's special day. Parties include exclusive use of the party room, admission to the exhibit, invitations, paper goods, drinks, a hands-on activity, and a Party Pal (cupcake). Rates for the 1 1/2 hour party are \$200 for 12 children and \$10 for each additional child. Parties will be scheduled from June 7th - August 29th.

For more information or to schedule a party call 972-546-3000 or write to [groupbookings@thescitechdiscoveryfun.org](mailto:groupbookings@thescitechdiscoveryfun.org).

[www.mindstretchingfun.org](http://www.mindstretchingfun.org)

## Mind-Stretching Fun with Museum Launch

### THE APPROACH:

- Established brand look and kid-friendly scientist characters
- Supported first-year fundraising efforts with marketing collateral that explained the museum benefits in the community
- Organized special events to put a spotlight on the museum and raise its profile

### RESULTS:

- Helped secure more than \$2.4 million in funding from private donations
- Landed more than 20 print and broadcast news segments telling the museum story
- Success of PR and fundraising resulted in shift from traveling exhibits to a permanent center