



press release

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FOR IMMEDIATE RELEASE

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**EDVENTURE CHILDREN'S MUSEUM ANNOUNCES GRAND OPENING OF BODY DETECTIVES
New Permanent Exhibit Teaches Children About Chronic Disease Prevention**

COLUMBIA, SC– November 4, 2011–EdVenture is pleased to announce the grand opening of Body Detectives on Saturday, Nov 12 from 9 a.m. to 5 p.m. This new permanent exhibit challenges children to uncover the mysteries of how their bodies work and how to keep them healthy. The 1,620 sq ft exhibit is the second of two major gallery renovations opening this fall at EdVenture.

The grand opening ceremonies will begin at 9:30 a.m. with a ribbon cutting followed by a Body Detectives Scavenger Hunt, Candy DNA Creations, facilitated experiments in the lab and a Body Detectives play in the Imaginarium Theater at EdVenture.

“In addition to exploring the mysteries of the human body, Body Detectives teaches children about real careers in medicine, research and applied science, said Catherine Wilson Horne, President and CEO. Visitors will also learn about factors contributing to chronic disease, particularly the three most widespread chronic diseases in South Carolina: heart disease, colon cancer and diabetes.”

The Body Detectives exhibit, Body Detectives Lab and Bio Investigations Lab will enable visitors to discover aspects of disease prevention by analyzing the relationship between lifestyle and the likeliness of getting a chronic disease. Children will participate in a variety of treatment related challenges that simulate the skills needed to become a doctor or scientist in the real world as well as view video footage from an assortment of actual surgeries. Families will be able to use microscopes to analyze healthy and diseased cells, create their own DNA blueprints, engage in cardio activity challenges to increase their heart rate and investigate the anatomy and physiology of the body's vital organs.

Support for Body Detectives is provided by the Science Education Partnership Award (SEPA) from the National Center for Research Resources (NCRR), a component of the National Institutes of Health (NIH), Richland County, City of Columbia, Colonial Life, The Fullerton Foundation, and The Lipscomb Family Foundation.

About EdVenture

The mission of EdVenture is to inspire children to experience the joy of learning. EdVenture is dedicated to lifelong learning through its 92,000 square feet of indoor and outdoor interactive exhibit space and in its educational outreach programs and after school programs. The museum has welcomed visitors from all 50 states and 18 foreign countries, creating shared experiences and memories for families learning together. For more information about EdVenture, visit www.edventure.org or call (803) 779-3100.

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