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**EDVENTURE CHILDREN'S MUSEUM ANNOUNCES GRAND OPENING OF WAGS & WHISKERS
New Permanent Exhibit Teaches Children About Responsible Pet Care**

COLUMBIA, SC– October 13, 2011–EdVenture is pleased to announce the grand opening of Wags & Whiskers on Saturday, Nov 5 from 9 a.m. to 5 p.m. This new permanent exhibit will let children step into a kid-sized pet clinic and choose the role of pet owner, veterinarian or groomer while learning about pet health and responsible pet care. This immersive exhibit is the first of two major gallery renovations opening this fall.

The grand opening ceremonies will begin at 9:30 a.m. with a ribbon cutting by Jim "Soni" Sonefeld, president of The Animal Mission and drummer of Hootie & the Blowfish, followed by paws & claws arts and crafts, pet-friendly vendors and presentations from experts on topics including spaying and neutering, finding the right pet for your family and the importance of nutrition for your pet's lifestyle.

"Wags & Whiskers is the first of many new gallery openings this year at EdVenture as part of our Next Generation plan emphasizing critical 21st century learning skills, said Catherine Wilson Horne, President and CEO. The pet clinic focuses on science and health literacy, career exploration, civic responsibility, critical thinking and problem solving skills."

Visitors will be able to select a plush pet patient, use the Pet Scanner to explore the basic anatomy and physiology of animals, diagnose ailments and choose the appropriate treatment for their pet. Families will be able to watch an animated presentation about the significance of spaying and neutering, use an interactive program designed to determine the best pet for their lifestyle and utilize grooming tools to learn how to keep pets looking healthy, clean and happy.

"The Animal Mission is excited to partner with EdVenture on Wags & Whiskers! This exhibit will educate kids and their parents on responsible pet selection, pet care and the importance of spay/neuter, all while having fun at the museum," said Sonefeld.

Support for Wags & Whiskers is provided by The Animal Mission, South Carolina Association of Veterinarians, American Veterinary Medical Foundation and Toni M. and Sam Elkins.

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.