

Discover the Amazing, Incredible You in *Expedition Health*

Denver Museum of Nature & Science Celebrates the Grand Opening of New Interactive Health Science Exhibition on April 4, 2009

DENVER—Prepare to discover the amazing, incredible you in *Expedition Health*, the new health science exhibition opening to the public on Saturday, April 4, 2009, at the Denver Museum of Nature & Science. *Expedition Health* is made possible by Kaiser Permanente Colorado as part of its mission to help improve the health of the community.

Expedition Health is not simply another exhibition about the human body. *Expedition Health* is about YOUR human body—how it is constantly changing and adapting in ways you can see, measure, and optimize through the choices you make.

Visitors to *Expedition Health* will experience highly interactive, highly personalized activities, immerse themselves in a theater experience that will engage all of their senses, look at microscopic cells from their own bodies in a laboratory, participate in live demonstrations and programs, meet new “buddies” who will help them learn about their health, and more.

Expedition Health is a 10,000-square-foot exhibition that will offer visitors a remarkable journey inside their own bodies through a virtual expedition up a Colorado peak. By seeing and measuring how their bodies work, visitors will learn how their bodies adapt not only to the Colorado environment but also the personal environment that they create through lifestyle choices. This is not an exhibition about someone else’s body but rather an up-close and personalized look inside the fascinating and remarkable processes of each visitor’s unique body.

“Our primary hope is that *Expedition Health* will be a fun and enjoyable way to experience the miraculous science occurring inside our bodies. If the information empowers people to live an even better life, then we will have fulfilled our commitment to giving the community the kind of knowledge that encourages critical thinking,” said George Sparks, president and CEO of the Denver Museum of Nature & Science.

BUILDING ON PAST SUCCESS

Expedition Health is the first new permanent exhibition at the Museum in six years, and it continues the Museum’s tradition of providing quality health science information to the public. *Expedition Health* replaces *Hall of Life*, which drew millions of visitors over its 20-year life span, making it one of the most successful and popular permanent exhibitions in the Museum’s history.

To create *Expedition Health*, Museum scientists, educators, and exhibit developers sought to preserve aspects of *Hall of Life* that were most appreciated by visitors and most effective in conveying health science information. Visitors will record personal data about themselves at different activities in the new exhibition, building upon the high level of interactivity and personal engagement that made *Hall of Life* so successful.

A FOCUS ON INNOVATION AND RELEVANCE

Expedition Health breaks new ground in order to reflect the most up-to-date understanding of human biology. The exhibition goes beyond presenting the human body as a collection of organ systems, getting down to the cellular level of biology where many of the most important discoveries in science are being made today. *Expedition Health* shows visitors what science is all about by asking them to participate in the scientific process rather than just giving them the results. The exhibition also stands apart by presenting more than 20 authentic human anatomical specimens, providing visitors profound opportunities to understand the intricacies of the human body.

Expedition Health is relevant to Colorado visitors because it uses a hiking expedition as a theme, and it features real Coloradans to provide a human perspective on health. These people appear as virtual learning companions, or “expedition buddies,” in interactive videos throughout the gallery, helping visitors understand the science of their own bodies in an accessible and fun way. For an added measure of authenticity, each buddy completed a physical and intellectual boot camp to learn about their bodies and health. In August 2008, the buddies went on a real hike up Mount Evans, so the experiences they share with visitors are genuine.

“The philosophy that guides this exhibition is to allow visitors to experience and learn about their personal biology in a very positive and empowering way,” said Bridget Coughlin, PhD, the Museum’s deputy chief curator and curator of human health. “Visitors go beyond learning about just their heart, for example, and learn about the molecular and cellular structures that power their heart. Visitors will experience how their environment and the choices they make work together to affect their bodies’ ability to function.”

The 10,000-square-foot *Expedition Health* gallery is organized into five major components:

- The Core Exhibition
- BodyTrek Theater
- Biology Base Camp
- Summit Science Stage
- Tykes Peak

Expedition Health required two years of planning and development, a year of construction, and \$8.7 million to build. In addition to the exhibition itself, there are two new state-of-the-art classrooms that occupy 1,000 square feet adjacent to *Expedition Health*. They will be used for health science classes and workshops for students and teachers. Also adjacent to *Expedition Health* is a 1,000-square-foot laboratory used by Museum staff to prepare demonstrations and activities on the gallery floor, in Biology Base Camp and the Community Research Lab, and in Museum outreach programs.

“We believe that *Expedition Health* will set a new standard for health science exhibitions worldwide,” Coughlin said. “More important to us, however, is that we provide an experience that will inspire the people who visit to make choices that allow them to live richer lives. In the end, that is the highest calling of science: to educate in a manner that changes the world for the better.”

A COMMITMENT TO THE HEALTH OF THE COMMUNITY

To further its commitment to improving public health, Kaiser Permanente Colorado contributed \$4 million toward *Expedition Health*. Kaiser Permanente Colorado’s donation supports an exhibition that educates visitors about how they can take proactive steps to live better every day.

“Kaiser Permanente Colorado’s commitment to total health goes far beyond our members; it also means improving the health of our communities,” said Donna Lynne, DrPH, president of Kaiser Permanente Colorado. “This innovative exhibition will educate the community about how they can take proactive steps to live well—from getting outside and enjoying nature, to being more active through hiking, to simple steps such as using sunscreen. We are proud to support *Expedition Health* and make Colorado a place to thrive.”

DID YOU KNOW? You urinate 1 to 2 liters of fluid every day.

“We are fortunate to have a public health leader like Kaiser Permanente Colorado work with us to bring this dynamic new exhibition to life,” Sparks added.

Other major donors to *Expedition Health* are Gates Family Foundation, The Colorado Health Foundation, and the Boettcher Foundation. Lead donors are Amgen Foundation; Lisa and Joel Appel; Tony and Martha Combs; Denver Museum of Nature & Science Trustees; El Pomar Foundation; Francisco Garcia; Charles and Luanne Hazelrigg; Institute of Museum and Library Services; Helen K. and Arthur E. Johnson Foundation; Rollie R. Kelley Family Foundation; Mike Leprino Family Foundation; Harry T. Lewis Jr.; Lockheed Martin; Ludlow-Griffith Foundation; Luff Family Fund; Cydney and Tom Marsico Family Foundation; MetLife Foundation; National Center for Research Resources, National Institutes of Health; National Outdoor Leadership School; Tim and Kathryn Ryan; Susan and Eric Sipf Family Foundation; Schlessman Family Foundation; and Scientific & Cultural Facilities District; Strohm Link Family Foundation.

Press materials and additional information about *Expedition Health* are available at www.dmns.org/expeditionhealth/media. Images of *Expedition Health* will be posted for download on Monday, March 16.

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The Denver Museum of Nature & Science is the Rocky Mountain Region’s leading resource for informal science education. A variety of engaging exhibits, activities, and discussions help visitors celebrate and understand the natural wonders of Colorado, Earth, and the universe. The Museum is located at 2001 Colorado Blvd., Denver, CO 80205. To learn more about the Museum, check www.dmns.org, or call 303-322-7009 or 1-800-925-2250.

Kaiser Permanente is the largest private health care provider in Colorado. More than 482,000 members in the Denver, Boulder, and Colorado Springs areas have access to Kaiser Permanente care through an expanded suite of health care products. Kaiser Permanente physicians and care teams focus on prevention as well as managing disease in an effort to help patients live well and thrive. Get the latest in health news at the News Center at www.kp.org.

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Many of the Museum’s educational programs and exhibits are made possible in part by generous funding from the citizens of the seven-county metro area through the Scientific & Cultural Facilities District.

Expedition Health and its exhibit names are registered trademarks of the Denver Museum of Nature & Science.

DID YOU KNOW? Laughter triggers the release of endorphins and can help reduce stress.