



Contact: Sara Desautel  
Desautel Hege Communications  
(509) 444-2350  
Cell: (509) 720-6383  
sarad@desautelhege.com

## **For Immediate Release**

### **Success of MobiusLab shows need for Science Center** *Summer preview of future center had thousands of visitors*

Spokane, Wash. November 5, 2009 – MobiusLab, a two-month temporary hands-on science exhibit at NorthTown mall, concluded a successful run on September 30, 2009, meeting all of its goals including attracting kids and adults 8 years and older and previewing for the public what will be available at the Mobius Science Center, set to break ground in 2011.

Designed for everyone ages 8 to 108, MobiusLab included brand new technology, called the “PassPort to Discovery™” System, an innovative interactive exhibit system designed to customize the visitor experience. The beta test for this new technology proved to be a success – visitors indicated they enjoyed being greeted by name and having content personalized just for them at exhibits.

In the eight weeks that MobiusLab was open, the “PassPort to Discovery™” System recorded over 4,700 registered users, interacting with exhibits on an average of just over 27 minutes. MobiusLab staff estimate that about 10,000 visitors came through the doors.

“There really is nothing else like this here – an educational and entertaining place for kids to go,” said Anne Marie Axworthy, board member for Mobius. “We heard kids say that after coming to MobiusLab they liked science, and that’s what it’s all about.”

MobiusLab featured exhibits focused on sound, energy, magnets and much more. These exhibits are similar to the type of displays that will be available at Mobius Science Center, which will be located on the north bank of the Spokane River in the heart of the city. Set to break ground in 2011, Mobius Science Center will be open to the public in the fall of 2012. The project is projected to cost a total of \$29.5 million. MobiusLab created an opportunity to engage with more potential donors and keep the capital campaign momentum going.

Charlie Simon, creator of the “PassPort to Discovery™” System says, “MobiusLab is a tangible example of the vision of Mobius Science Center that resonates with prospective donors and community leaders.”

Results tracked through the technology will inform next steps and potentially more exhibits before Mobius Science Center opens its doors.

Mobius Exhibits Board Committee Chair and MobiusLab Manager, Dr. Ward Merkeley, said results from MobiusLab exceeded expectations. “It demonstrates that Spokane needs a Science Center that gets our children excited about science and nature. Encouraging and

supporting more young students to seek careers in science, math, life sciences, medicine, engineering or science education is good for the entire community."

The Mobius Science Board would like to extend a thank you to the community for its generous support and the many volunteers that made the temporary exhibit a reality. Several businesses and volunteers donated their time and money to make MobiusLab a reality. Exhibits received overwhelmingly positive feedback and the energy and magnetism exhibits were created and generously donated by talented local men, Ross Welburn of Hayden Lake, Idaho; John Cadwell, Jr. of Spokane; and Dr. John Cadwell of Tri-Cities.

### **About Mobius Science Center**

Mobius Science Center will be home to a one-of-a-kind science center designed to provide youth and adults with a unique blend of experience, education and entertainment that brings science and technology to life. Located on the north bank of the beautiful Spokane River, the \$29.5 million facility will break ground in 2011 at the Michael P. Anderson Plaza, founded in memory of the late NASA astronaut. It will feature interactive exhibits reflecting the region's natural and technological resources and showcasing the best of science from the Inland Northwest and around the world. Through hands-on, interactive experiences and experiential exhibits, visitors will have the opportunity to see and experience the wonders of science – and understand its relevance to their daily lives. The facility will also include a state-of-the-art 3-D digital theater. To learn more, go to [www.mobiusspokane.org](http://www.mobiusspokane.org).

# # # # #