

Media Contact:

Shannon Mackie
Michigan Science Center
313.577.8400, ext. 437
Shannon.Mackie@Mi-Sci.org

Shelly Otenbaker
WayPoint Marketing Communications
248.506.6696
Shelly@WayPointMC.com

MICHIGAN SCIENCE CENTER OPENS INTERACTIVE SPARK!LAB, TEACHING CURIOUS MINDS OF ALL AGES HOW TO BECOME INNOVATORS AND INVENTORS

**MEDIA PREVIEW: THURSDAY, MARCH 31, 2016 AT 10:30 A.M.
RIBBON CUTTING CEREMONY: SATURDAY, APRIL 2, 2016 AT 9:30 A.M.**

What: The Michigan Science Center (MiSci) is set to become the fifth location in the country for Spark!Lab, a new educational, interactive space, thanks to a partnership with the Smithsonian Institute and support from the Ford Motor Company. Developed in collaboration with the Smithsonian's Lemelson Center for the Study of Invention and Innovation, Spark!Lab provides visitors with the opportunity to become inventors as they explore and engage with hands-on activities, interact with facilitators, and learn from local innovators.

Spark!Lab demonstrates the fundamental role invention plays in the world. It also supports the creative process, collaborative thinking, and problem solving, all important aspects that power innovation and entrepreneurship.

Media are invited to an exclusive preview on Thursday, March 31 at 10:30 a.m. and/or the exhibit ribbon-cutting ceremony on Saturday, April 2 at 9:30 a.m. to experience Spark!Lab first hand.

Who:

The Spark!Lab media preview will feature a number of speakers, including:

- Tonya Matthews, Ph.D., president and CEO, Michigan Science Center
- Elizabeth McAdam, manager, Ford Motor Company Fund
- Tricia Edwards, education specialist, Lemelson Center for the Study of Invention and Innovation

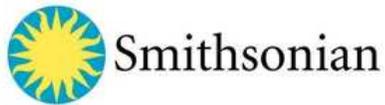
The Spark!Lab ribbon-cutting ceremony will feature a number of speakers, including:

- Arthur Daemmrich, director, Lemelson Center for the Study of Invention and Innovation
- Jim Holland, vice president of Vehicle Component and System Engineering, Ford Motor Company

When: Media Preview - Thursday, March 31, 2016 at 10:30 a.m.
Ribbon-cutting Ceremony - Saturday, April 2, 2016 at 9:30 a.m.

Where: The Michigan Science Center, 5020 John R St. Detroit, MI 48202
[Parking Information](#)

Spark!Lab is made possible thanks to the Smithsonian and the Ford Motor Company.



About the Michigan Science Center

The Michigan Science Center is a hands-on museum that inspires curious minds of all ages to discover, explore and appreciate science, technology, engineering and math (STEM) in a creative, dynamic learning environment. The Science Center features five theaters, including Michigan's largest screen at the Chrysler IMAX® Dome Theatre; the Dassault Systèmes Planetarium; the Toyota Engineering 4D Theater; the DTE Energy Sparks Theater; the Chrysler Science Stage; a 9,800 square-foot Traveling Science Hall for special exhibits; hands-on exhibit galleries focusing on space, life and physical science; Kids Town just for pint-size scientists; along with, education and outreach programs. The Michigan Science Center is a 501(c)(3) nonprofit organization. For more information, please call 313.577.8400 or visit the website, www.Mi-Sci.org