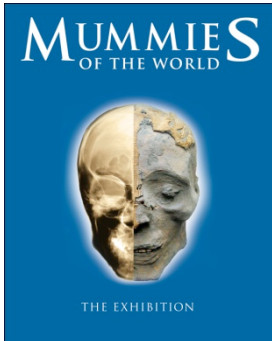


MUMMIES OF THE WORLD

MUMMIES OF THE WORLD OFFERS ACCESS TO REAL MUMMIES THIS HALLOWEEN

EXHIBIT OFFERS REMARKABLE VISUALS TO ENHANCE THE HOLIDAY EXPERIENCE



LOS ANGELES, CA (October 2010) – Looking for something different this Halloween? Forget the silly costumes or Hollywood makeup artist creations; *real* mummies are on display at the California Science Center in Los Angeles as part of the *Mummies of the World* exhibit featuring the largest collection of mummies ever assembled.

This Halloween, take advantage of the opportunity to visit this groundbreaking exhibit offering remarkable visuals and extraordinary stories sure to intrigue and lure all who experience it into the mystique of mummies. The exhibit is setting records for visitors and shifting centuries-old perceptions about what the general public knows about

mummies.

Additionally, in honor of Halloween the public is encouraged to dress like a mummy at home or around town, take a photo and upload the images to the LA Inc. homepage (www.discoverlosangeles.com) now through October 21, 2010. We encourage you to visit the exhibit or our website mummiesoftheworld.com and incorporate the themes of the exhibit into your costume. The best mummy costume, inspired by the exhibit, will be announced on October 22, 2010 and receive complimentary tickets to visit the *Mummies of the World* exhibit, now open at the California Science Center.

One of the most successful paid exhibit openings in California Science Center history, *Mummies of the World* presents a never-before-seen collection of naturally and intentionally preserved mummies. This compelling collection includes ancient mummies and important artifacts from Asia, Oceania, South America, Europe, and ancient Egypt, dating as far back as 6,500 years. Visitors have been amazed by the exhibition's collection of mummies that are so well-preserved, that hair, nails, skin and organs are present on mummies that are thousands of years old.

The exhibit, which showcases mummies from South America, Europe, Asia, Oceania and Egypt, is transforming public perceptions that mummification was only found in Ancient Egypt. The astounding collection of 150 specimens and objects, including real human and animal mummies and related artifacts informs visitors how mummification occurs through natural processes and that mummies come from all over the world, found in bogs, caves, cellars, deserts and other environments in addition to the better-known intentional mummification practices of the Ancient Egyptians.

Mummies of the World commenced its limited three year engagement in major science centers and museums in July of 2010 at the California Science Center in Los Angeles, California. The exhibition is currently in its final weeks, open daily from 10 a.m. to 5 p.m. PT. *Mummies of the World* makes its Midwest debut at the Milwaukee Public Museum on December 17, 2010.

Tickets are currently available for purchase at www.californiasciencecenter.org. For more information, please visit www.mummiesoftheworld.com.

The **California Science Center** is a dynamic destination where families, adults and children can explore the wonders of science through interactive exhibits, live demonstrations, innovative programs and awe-inspiring films. Its mission is as follows: "We aspire to stimulate curiosity and inspire science learning in everyone by creating fun, memorable experiences, because we value science as an indispensable tool for understanding our world, accessibility and inclusiveness, and enriching people's lives."

The **California Science Center** and **IMAX Theater** are located in historic Exposition Park just west of the Harbor (110) Freeway at 700 Exposition Park Drive. The Science Center is open daily from 10:00 a.m. – 5:00 pm. Please check the Science Center web site for schedule updates. Tickets for *Mummies of the World* are currently on sale. Guests are encouraged to buy their tickets online at www.californiasciencecenter.org to reserve an entry date & time. The exhibit's special group information number is (213) 744-2019. *Mummies of the World* admission prices are \$19.50 for adults 18-59, \$16.50 for youth 13 to 17, students with I.D. & seniors 60+, and \$12.50 for children 4 - 12. Member rates are \$12.50 for adults, \$11.50 for youth 13 to 17, students with I.D. & seniors 60+, and \$10.50 for children 4-12. *Mummies of the World* and IMAX combination ticket prices are \$25.75 for adults 18-59, \$21.50 for youth 13-17, students with I.D. and seniors 60+, and \$16.50 for children 4-12. Special rates for schools and other groups of 15 and over apply. Children under the age of 13 must be accompanied by a responsible adult. Admission to all other Science Center exhibits is free. More information is also available at www.californiasciencecenter.org or www.mummiesoftheworld.com.

American Exhibitions, Inc. is one of the leading exhibition producers in the United States, specializing in world-class touring exhibitions for science centers and museums. It is a longstanding member of the Association of Science-Technology Centers (ASTC) and the American Association of Museums (AAM). <http://www.americanexhibitions.com>

Reiss-Engelhorn Museums, an internationally acclaimed complex in Mannheim, Germany, has been one of the major venues for exhibitions in Europe in the realms of archeology and world cultures. The museum houses a collection of 1.2 million objects in more than 300,000 square feet of exhibition space. <http://www.rem-mannheim.de/>

Media Contacts:

SWPR Group

Barry Smith/Bonnie Winings

Lisa Porter/Amy Ulrich

(818) 760-7131

bsmith@swprgroup.com

bwinings@swprgroup.com

California Science Center

Shell Amega/Paula Wagner

(213) 744-7446

samega@cscmail.org

pwagner@cscmail.org

###