For Immediate Release

Myth Confirmed! OMSI to Host MythBusters: The Explosive Exhibition
Oregon Museum of Science and Industry Features Exhibition Feb. 8 – May 5, 2013

Portland, Ore. (January 23, 2013) – Does sprinting rather than strolling keep you drier in a downpour? How would you stack up against an action hero or stunt man while, say, hanging from a ledge by your fingertips? Answers await visitors at the Oregon Museum of Science and Industry (OMSI), where MythBusters: The Explosive Exhibition begins February 8, 2013. The exhilarating exhibition brings the Discovery Channel’s Emmy®-nominated series to life, helping visitors uncover truths behind popular myths by mixing scientific method with gleeful curiosity and old-fashioned ingenuity.

MythBusters: The Explosive Exhibition creates hands-on, interactive experiences for guests of all ages by combining popular scientific facts with innovative, family-friendly displays. In MythBusters, co-hosts Adam Savage and Jamie Hyneman take scientific investigation to exciting new levels by proving or exploding myths using their highly experimental approach and extensive backgrounds in special effects. Savage and Hyneman were heavily involved throughout the development of the exhibition to ensure guests experience a true MythBusting encounter.

"It's exciting to see fans take on some of our favorite experiments from the show while drawing their own conclusions and data," said Savage. "Although they are tackling the same myths and questions, each guest can have a unique experience within the exhibit."

"We hope people have fun at the exhibit and get a sense of what it is like doing the show," added Hyneman.

OMSI guests will learn about myths, the MythBusters and what experimenting is all about by participating in a series of fun, hands-on experiences and live demonstrations. Experiments cover topics such as flight, friction, gravity, speed and combustion.

“This exhibition is a thrilling way to engage visitors in the scientific method, which is not only the foundation for all analytical thinking in science, mathematics, history, and exploration … but also really fun!” said OMSI Senior Science Educator Kristi Falkowski.

“Seeing the MythBusters’ enthusiasm about the exhibition, we are very excited about it coming to OMSI,” said Amy Noble Seitz, founder and CEO of Exhibits Development Group. “We truly hope this exhibition will spur scientific curiosity, thought and experimentation for all ages.”

Tickets are on sale now at omsi.edu. MythBusters: The Explosive Exhibition opens Friday, February 8 and closes Sunday, May 5, 2013.

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Admission for adults is $18; youth (3-13) and seniors (63+), $13; member adults, $5; member youth/senior, $3. Prices include admission to the museum. Visit omsi.edu for more information.

This exhibition is sponsored locally by Mentor Graphics and Unitus Community Credit Union.

The MythBusters: The Explosive Exhibition tour will visit 15 total cities within the U.S. and Canada. For more information, visit MythBustersTheExhibition.com.

MythBusters: The Explosive Exhibition was created by Discovery Communications and Exhibits Development Group (EDG), in partnership with the Museum of Science and Industry, Chicago (MSI) and Geoffrey M. Curley + Associates (GMC+A). MythBusters, the series, is developed and produced by Beyond Entertainment Limited. Financing for this exhibition has been made possible by Olympus Capital Investments, LLC, a unit of Olympus Holdings, LLC.

Exhibition Overview/Highlights:

The Blueprint Room
Based on the real-life operations room of the MythBusters’ iconic set, this room acts as an introduction to MythBusting and is filled with gadgets, props, video and, of course, blueprints used by Adam and Jamie to explore myths on the show.

The Workshop
This is the place where guests turn into investigators and use real science to test myths including:

- **Airplane on a Conveyor Belt**: This is considered the most hotly contested myth on MythBusters. Can an airplane take off in one direction while it’s on a conveyor belt that is moving in the opposite direction at the same speed?

- **Butter Side Up**: Does toast usually land butter side down, voiding the “five-second rule” and making a mess?

- **Big Bad Wolf**: Ala the “Three Little Pigs,” is it really impossible to blow down a house made of bricks? Visitors will find out with the help of an air cannon that packs a pretty mean “huff and puff.”

- **Running in the Rain**: Stuck in a rainstorm without an umbrella, does it make sense to run for it, or would you get just as wet if you walked?

- **Blind Driving**: A video arcade-style experiment where visitors partner up to blindly navigate a city course.

- **Killer Card Toss**: Can an ordinary playing card really be used as a dangerous weapon?

- **Change Like a Superhero**: Clark Kent always disappeared into phone booths and emerged in seconds as Superman just in time to get the bad guy. Visitors will test their human speeds.

- **Cliff Hanger**: Visitors can find out how they stack up against an action hero or stunt man by measuring how long they can hang from a ledge by their fingertips.

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• **Tablecloth Chaos**: How possible is this party trick? Visitors try their hand at yanking a tablecloth from under a fully set table without disturbing any of the settings.

• **Phone Book Swing**: Visitors take a seat on a swing made from interlaced phone books, testing its strength.

**Live Demonstration Stage**

Now that the individual experimentation is complete, visitors have the opportunity to be a part of a high-energy, group MythBusting session. This 10-minute live demonstration allows for a dynamic and fun deep-dive into the scientific method to explore myths associated with human reaction time and momentum. Paintball launchers may be involved ... (protective gear provided).

**Continue Your Experience at Home**

Once you have finished your exploration into experimentation, you can also continue to use your advanced MythBusting skills online at [MythBustersTheExhibition.com](http://www.MythBustersTheExhibition.com), where you can find more myths to test and additional background information on the science behind them.

**About the MythBusters:**

MYTHBUSTERS, which first launched on Discovery Channel in 2003, is hosted by Jamie Hyneman and Adam Savage, and Tory Belleci, Kari Byron and Grant Imahara. Inspiring a generation to inquire, interact and get involved with science, MYTHBUSTERS uses a signature brand of explosive experimentation to prove or disprove popular myths, misconceptions or legends. The *MythBusters* TV series is produced by Beyond Entertainment Limited.

**About Discovery Communications:**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world’s #1 nonfiction media company reaching more than 1.5 billion cumulative subscribers in 210 countries and territories. Discovery is dedicated to satisfying curiosity through 130-plus worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as US joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of digital media services, including [HowStuffWorks.com](http://www.HowStuffWorks.com). For more information, please visit [discoverycommunications.com](http://www.discoverycommunications.com).

**About Exhibits Development Group (EDG):**

EDG is dedicated to the development, production, marketing and distribution of traveling museum exhibitions and cultural projects. EDG also serves as a partner to other exhibition organizers, museums, foundations and collection owners in the U.S. and abroad in the care and stewardship of their exhibitions and collections. EDG’s mission is to initiate and promote international cultural and intellectual exchange by bringing high-quality traveling exhibitions of art, science, and history to broad and diverse audiences. For more information, please visit [exhibitsdevelopment.com](http://www.exhibitsdevelopment.com).

**About Geoffrey M. Curley + Associates (GMCA):**

GMCA is an innovative consulting company to support the development and execution of new and vibrant educational, hands-on, minds-on experiences. GMC+A’s goal is to integrate new, cutting-edge technologies, environmental design and emotional storytelling with tantalizing visual audio and tactile experiences making exhibitions more personal artistic, fun, educational and memorable. For more information, please visit [gmcurley.com](http://www.gmcurley.com).
About Oregon Museum of Science and Industry (OMSI):
Founded in 1944, the Oregon Museum of Science and Industry (OMSI) is one of the nation's leading science museums, a world-class tourist attraction, and an award-winning educational resource for the kid in each of us. OMSI is located at 1945 SE Water Avenue, Portland, OR 97214. For general information, call 503.797.4000 or visit omsi.edu

About The Museum of Science and Industry, Chicago (MSI):
MSI offers thousands of fun and interactive exhibits and one-of-a-kind, world-class experiences to inspire the inventive genius in everyone. Through its Center for the Advancement of Science Education, MSI also aspires to a larger vision: to inspire and motivate children to achieve their full potential in science, technology, medicine and engineering. The Museum is supported in part through the generosity of the people of Chicago through the Chicago Park District. For more information, find MSI online at msichicago.org or call (773) 684-1414 or (800) GO-TO-MSI outside of the Chicago area.

About Olympus Holdings, LLC (Olympus Holdings):
Olympus Holdings is a company engaged through its various subsidiaries in energy, entertainment and finance. For more information, please visit o-hold.com.

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