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Contact: Mindy Peirce
Phone: 314.286.4683
Email: mindy.peirce@slsc.org

Saint Louis Science Center Gets Merry and Bright with Science Illuminated, New Holiday Lights Experience

Display and activities featured in the GROW Outdoor Gallery

ST. LOUIS, MO. (Nov. 5, 2018) – For many St. Louisans, the appearance of the red bow on the James S. McDonnell Planetarium signifies the beginning of the holiday season. This year, for the first time, the Saint Louis Science Center is building on that tradition with an outdoor holiday light display called Science Illuminated.

Kicking off on Nov. 23, Science Illuminated will feature a new presentation of tens of thousands of lights using leading-edge technology and show the science behind lights through an immersive experience and educational activities. The outdoor interactive display will be located in the Science Center's one-acre outdoor GROW gallery and pavilion, located outside the west side of the museum's main building at 5050 Oakland Avenue and visible to anyone passing on Highway 64/40.

The Saint Louis Science Center will be using primarily RGB LED to light the outdoor GROW space. RGB LED combine red, green and blue lights to produce over 16 million hues. They use "smart pixels" with every bulb (node/pixel) fully programmable, so each bulb can be its own color as part of a motion or color changing effect.

"We are excited to add this unique new experience to the St. Louis holiday lighting offerings. In addition to the fantastic lighting display in our unique outdoor space, we'll examine the science and technology behind light as well other advances in lighting technology," said Ann Balsamo, chief marketing and communications officer for the Science Center. "We look forward to being part of our city's favorite holiday traditions, and for our guests to start a new tradition this year."

In addition to interactive activities, the Science Center will offer holiday-inspired food, beverages and s'more kits for sale at GROW's Fermentation Station, as well as fire pits to warm and roast marshmallows. There will also be a specialty gift shop available for holiday shopping.

Balsamo added, "Our space will allow a lot of extra comforts, especially to families and other guests who may prefer a friendly environment for colder nights. In addition to free parking on our lot, indoor space in our GROW Pavilion can be easily accessed for quick warmth while guests are still immersed in lights."

Science Illuminated will run Wednesdays through Sundays, November 23 to December 30, from 5:30pm to 8:30pm. Tickets for Wednesdays and Thursdays are \$5 for Science Center members and \$7 for non-members. Fridays, Saturdays and Sundays, tickets will be \$6 for members and \$8 for non-members.



Saint Louis Science Center

The mission of the Saint Louis Science Center is to ignite and sustain lifelong science and technology learning. Named a Smithsonian Institution Affiliate in 2016, the Saint Louis Science Center features more than 700 interactive exhibits, as well as a five-story OMNIMAX® Theater, Boeing Hall and the James S. McDonnell Planetarium. For more information about the Saint Louis Science Center, please visit slsc.org.