

MISSION MOON

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ADLER PLANETARIUM'S NEW EXHIBIT *MISSION MOON* TO OPEN APRIL 11TH

RELIVE AMERICA'S FIRST STEPS INTO SPACE THROUGH THIS INTERACTIVE, EDUCATIONAL AND TRULY EMOTIONAL EXPERIENCE ONLY AT THE ADLER

CHICAGO—April 13, 2015—Coinciding with the 45th anniversary of Apollo 13, the Adler Planetarium's new interactive exhibit *Mission Moon* will open to the public on April 11. *Mission Moon* tells the compelling story of America's first steps into space through the lives of those who lived it. With a mix of hands on activities, historical artifacts and personal anecdotes, visitors can feel like they are part of history as the exhilarating journey through NASA's space exploration unfolds.

"Developing an exhibit about America's early space program can be overwhelming. It is a monumental period of history with gigantic rockets taking larger than life heroes beyond our planet. In order to connect with the public, we decided to focus on the human stories of space exploration," said Associate Director of Integrated Programming Annie Vedder. "Our hope is that visitors connect with this story and discover that these events do not just exist in the past, but correspond to our lives today."

Mission Moon humanizes America's space exploration by telling the story through the life of Gemini and Apollo Astronaut Captain James A. Lovell, Jr. Upon entry into the exhibit, guests learn about Captain Lovell's desire to become an astronaut and see artifacts from his childhood including the desk where he would spend hours daydreaming about building rockets and flying airplanes. Guests will have the chance to build and launch their own rocket much like Captain Lovell did as a young boy.

As the exhibit continues, visitors become part of the intense operations that take place in NASA's mission control room. They will learn about all NASA's Gemini space missions and have the opportunity to examine the inside of the real Gemini 12 spacecraft—a confined area where Captain Lovell and Buzz Aldrin spent four days.

After viewing the spacecraft, visitors enter into NASA's Apollo age, which was an extremely turbulent time for the organization. From the disasters to the triumphs, visitors gain an understanding into the most significant moments in NASA history.

One of those moments is the legendary Apollo 13—a mission where Captain Lovell was the Commander. Spectators explore artifacts and enter the Apollo 13 crisis room, where they participate in problem-solving simulations and listen to the ongoing interactions between the Apollo 13 crew and mission control in Houston through a “squawk box”—the communication device NASA provided to the families of their astronauts.

To finish the exhibit, visitors can explore the moon on our Moon Wall, get an up-close look at a real piece of moon rock and appreciate NASA’s advancements since Captain Lovell’s time.

With the launch of *Mission Moon*, the Adler Planetarium has set out to create an unforgettable and engaging experience designed to build an emotional connection between visitors, Captain James A. Lovell, Jr. and the brave men and women who pioneered America’s first efforts into space exploration.

ADMISSION

Mission Moon will be open daily and is available with Adler’s All Access Pass (I don’t know if we need this because it is not a show. It is available with general admission. Let me know what you think.) The All Access Pass provides access to all exhibitions including Mission Moon starting on April 11, the Atwood Sphere Experience and your choice of unlimited shows. The All Access Pass is available for purchase on-site: \$29.95 for adults, \$27.95 for seniors/students with ID and \$24.95 for children (ages 3-11). For convenience, the Anytime All Access Pass can be purchased in advance online and can be used on any day: \$34.95 for adults and \$29.95 for children, (ages 3 – 11.) General admission (not including shows) is \$12 for adults, \$10 for seniors/students with ID and \$8 for children (ages 3-11.) Chicago residents receive a \$2 discount on adult admission packages and a \$3 discount on child admission packages with proof of residency. Prices and packages are subject to change.

ONLINE PRESS KIT

For the full Mission Moon press materials visit adlerplanetarium.org/exhibits/mission-moon

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#MissionMoon

ABOUT THE ADLER PLANETARIUM

The Adler Planetarium—America’s First Planetarium—was founded in 1930 by Chicago business leader Max Adler. As a recognized leader in public engagement, the Adler Planetarium’s scientists, historians and educators inspire the next generation of explorers.

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