



NEWS RELEASE

Date: January 4, 2017
Contact: Amy Gaulke
Public & Media Relations Manager
Phone: (607) 272-0600, ext. 114
Email: agaulke@sciencenter.org

601 1st St.
Ithaca, NY 14850-3507
www.sciencenter.org

FOR IMMEDIATE RELEASE

New Exhibition at the Sciencenter Reveals the Inside Story About Toys

ITHACA, New York – Have you ever wondered how twisting the knobs on an Etch A Sketch® creates a picture? Or how those hungry hippos gobble up marbles with the touch of a switch? If so, then you'll love *Toys: The Inside Story*, opening January 7 at the Sciencenter.

With different hands-on stations highlighting the five toy components – pulleys, cams, gears, linkages, and circuits - *Toys* offers hours of exploration for guests of all ages. Experiment with simple and complex pulley systems while trying to draw a picture using a giant Etch A Sketch®, then peek inside the toy to see how it all works! Operate a Hungry Hippo® to see out how linkages create complex movements. Discover what happens when a circuit closes with an inside look at the game Operation®, and take the circuit challenge to try to keep a circuit open as you move a ring along a twisty rod.

Using all of these different components, guests can then create their own toy-like combinations. Set various objects in motion while experimenting with different sizes of gears and see which combination makes the ballerina spin the fastest. Connect moveable pulleys in endless combinations and discover which arrangement allows for the wildest optical illusion. And find out how linkages and cams work together to make Mr. Machine® march.

Toys: The Inside Story opens to the public this weekend, Saturday, January 7, 10 am – 5 pm, and Sunday, January 8, 12 pm – 5 pm. This exhibition is included with regular museum admission. Sunday, January 8 is also Free Sunday at the Sciencenter; admission is free for everyone 12 pm – 5 pm.

Toys: The Inside Story was developed by the Montshire Museum of Science in Norwich, Vermont, with funding from the National Science Foundation through the TEAMS collaborative.

About the Sciencenter:

The Sciencenter inspires excitement for science through interactive exhibits and programs that engage, educate, and empower. The hands-on museum offers guests of all ages more than 250 exhibits, educational programs, a gift shop, and seasonal outdoor science playground. The museum is open Tuesday - Saturday from 10 am to 5 pm, and Sunday from noon to 5 pm. General admission is \$8 (ages 2 – 64), \$7 for seniors (ages 65+), and free to members and kids under 2. For

membership information, current programs, and activities, please visit www.sciencenter.org. The Sciencenter is a proud member of the Discovery Trail in Ithaca.

###