



For Immediate Release  
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### **One-of-a-kind Interactive Health Science Center Opens May 1!**

(COLUMBIA) – The YouZeum, mid-Missouri’s first and only interactive health science center, opened its doors to the public at 10 a.m. today. The YouZeum, where it’s all about you, promotes health and wellness in a fun and engaging way. Its mission is to improve personal, family and community health by reaching a large, diverse audience with an engaging approach to health education.

The 30,000 square foot facility boasts more than 15,000 square feet of exhibit space and more than 10,000 square feet of program and classroom space. Visitors begin their adventure in the state-of-the-art stereoscopic 3-D movie theater with the 10-minute *All Systems Go!* movie, which highlights the human body’s major systems as viewers zip through the body from head to toe. Upon exiting the theater, visitors can meander through more than 25 interactive and hands-on exhibits that explore nutrition, physical activity, anatomy, brain power, pregnancy, medical care and health professions.

“This is a unique interactive science center for visitors of all ages,” said Gwen Robbins, executive director of the YouZeum. “They can explore the high-tech, interactive exhibits, discover new and emerging health technology and learn more about careers in the medical profession – all with a focus on fun!”

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The idea for a health adventure center was first conceived in 1991 by the Boone County Medical Society Alliance. During the next four years, the group formed a 15-member task force and incorporated what was then known as the Health Adventure Center as a not-for-profit corporation. In 2003, the U. S. Department of Education donated the historic Federal Building in downtown Columbia (value \$1.4 million), and renovation began in 2005.

“Through the combined efforts of our board members, generous donors, local medical and health experts, artists, developers, staff and volunteers, our dream has become a reality today,” added Board Chairman Jim Ritter. “The YouZeum is a great asset to Columbia and an excellent fit for our community where health and education play integral roles. It will undoubtedly draw visitors from around the state and country to our city.”

A sampling of YouZeum exhibits include:

- Zipping through the amazing human body in 3-D at the *All Systems Go!* movie.
- Bolstering your brain power at the *Brainasium*.
- Investigating food choices at the *All Foods Diner*.
- Learning about healthy food choices at *Snackster*, the virtual vending machine.
- Stepping inside the working kitchen and whipping up something delicious.
- Learning and discovering in one of the classrooms.
- Touring a real ambulance and making split-second decisions in the emergency room.
- Challenging your diagnostic skills and investigating careers in health care.
- Interviewing experts on health, wellness and nutrition topics.

In addition, the interactive and educational *Explore & More* room will allow young visitors (6 months to 7 years) to enjoy hands-on fun beginning in July 2008.

**YouZeum Hours**

Monday – Friday (closed Tuesdays)	10 a.m. – 5 p.m.
Saturday	10 a.m. – 8 p.m.
Sunday	1 p.m. – 5 p.m.

**Admission**

Age 14 and older	\$8
Age 4 – 13	\$5
3 years and under	Free

YouZeum memberships are available and include free admission for one year, exclusive invitations to member-only events and exhibit sneak-peeks, a 10 percent discount at the gift shop and a subscription to the YouZeum newsletter.

The official Ribbon Cutting Ceremony will take place on Friday, May 2, at 4 p.m. U.S. Sen. Christopher Bond and Columbia Mayor Darwin Hindman will speak at the event before helping cut the paper doll chain ribbon made by Lee Elementary students.

The YouZeum is located at 608 E. Cherry Street in downtown Columbia, MO. For more information, visit [www.youzeum.org](http://www.youzeum.org).

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