



**For immediate release  
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### **Health Adventure Center Unveils New Name and Logo**

(COLUMBIA) – The Health Adventure Center, Columbia’s future interactive health science center, unveiled its new name and logo today during a press conference at the historic Federal Building in downtown Columbia at 608 Cherry Street. The center’s new name will be the YouZeum. Honorary Chair Renee Hulshof along with Olympic Champion Bruce Jenner conducted the unveiling.

“I am thrilled to be part of the YouZeum’s unveiling,” said Renee Hulshof, wife of Congressman Kenny Hulshof. “This interactive museum will be a great fit for Columbia where health and education play integral roles in the community.”

Following remarks by Bruce Jenner, press conference attendees experienced a 10-minute virtual walk-through of planned museum exhibits. The virtual walk-through movie gave a glimpse into the interactive nature of each exhibit.

“The YouZeum will be an excellent educational tool for schools and families to learn about healthy choices and risky behaviors,” said Board Chairman Jim Ritter,

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former superintendent for the Columbia Public School District. "It will be set up in a way that is exciting for children and adults alike. For instance, you'll be able to walk through the brain and see how it works, fight 'germ-wars' on an interactive video screen and ride a bicycle on a virtual trail."

Press conference attendees also toured the Federal Building facilities, which are currently in the pre-construction phase. Construction permits will be secured this summer with construction slated to begin in late summer. The YouZeum is expected to open in 2006.

With the unveiling, the YouZeum is kicking off its community campaign. The YouZeum Board has achieved 75 percent of its fundraising goal with more than \$5 million raised.

To donate, go online at [www.youzeum.org](http://www.youzeum.org), call 573-886-2006 or send pledge or donation to YouZeum, P.O. Box 309, Columbia, MO 65205.

For additional information about the YouZeum or the community campaign, please contact Wendy Knorr at 573-445-2275 or 573-489-8783.

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