



Contact:

Lisa Miner, (773) 947-6005; lisa.miner@msichicago.org
Beth Boston, (773) 947-6003; beth.boston@msichicago.org

**MONTH AT THE MUSEUM EXPERIMENT RETURNS
TO THE MUSEUM OF SCIENCE AND INDUSTRY, CHICAGO**

Nationwide search for person to live at MSI 24/7 for 30 days kicks off June 2011

CHICAGO (May 11, 2011)—Science never sleeps. The planet moves. The environment changes. Cells regenerate. At any given time, there is so much to observe and learn that it's hard for anyone to possibly take it all in. Yet one more person will soon give it a try.

The Museum of Science and Industry, Chicago (MSI) will be seeking a new roommate. Yes, science fans, *Month at the Museum* is back!

MSI will once again be looking for one "curious, adventurous and outgoing" individual to live inside the Museum for 30 days this fall for the second installment of MSI's innovative *Month at the Museum* program.

The basic elements will remain the same. Like last year's winner, Chicagoan Kate McGroarty, one roommate will have full reign of the Museum for 30 days, sharing his or her experience with MSI guests and fans online. Both the winner's office and private sleeping quarters will be designed and furnished by CB2, and he or she will receive a technology package to document the entire experiment, provided by Best Buy and supported by Geek Squad.

But even though some things will stay the same, we expect this year, the winner will create his or her own unique path. With hundred of exhibits and experiences and 14 acres, it couldn't ALL be done the first time around. And, don't worry, we'll be throwing in some new twists to the experience as well.

"The reaction to *Month at the Museum* exceeded our wildest expectations," said Rob Gallas, vice president and chief marketing officer for MSI. "Since Kate moved out last November, we have been inundated with requests to give another person the opportunity to live here for 30 days, and it was so much fun, we just had to do it again. This year's *Month at the Museum* winner will be immersed in science like never before with all new adventures and surprises."

Help Shape the Adventure

The public loved interacting with last year's *Month at the Museum* winner, both in person, at the Museum and online. This year, there will be even more opportunities to connect with him or her and contribute to the monthlong experience.

"We are asking people to share their ideas for *Month at the Museum 2* with us on Facebook and Twitter. We want to know what you would like the winner to do during their Museum stay," said Gallas.

The public can simply "like" MSI on facebook.com/msichicago and post suggestions. Or, on Twitter, they can follow MSI at twitter.com/msichicago and submit ideas by tweeting to @msichicago and using the hashtag #MATM2. Along the way, MSI will be asking for some specific suggestions through posts or questions to which the public can respond. (Please note: MSI may not be able to respond to all suggestions, but will be taking note of all ideas.) Facebook and Twitter are also great ways to get more information about *Month at the Museum 2* and hear first when the online application form will be available in late June. As with last year, applicants must be at least 18 years old and legally able to receive compensation for services in the United States.

About 2010's *Month at the Museum*

The Museum of Science and Industry's 2010 experiment, *Month at the Museum*, caught the imagination of people around the world. After more than 1,500 applicants from around the world, and more than 20,000 online votes to help select a winner, the Museum of Science and Industry, Chicago picked one curious, adventuresome individual — Kate McGroarty of Chicago

~more~

— to live at the largest science center in the Western Hemisphere 24/7 for 30 days. From Oct. 20 – Nov. 18, 2010, she took in all the exciting activities and exhibits that the Museum had to offer, mingled with guests, and shared all the adventures with the public online. And the end of it all, Kate took home \$10,000 and the experience of a lifetime.

The Museum of Science and Industry, Chicago (MSI) offers thousands of fun and interactive exhibits and one-of-a-kind, world-class experiences to inspire the inventive genius in everyone. Through its Center for the Advancement of Science Education, MSI also aspires to a larger vision: to inspire and motivate children to achieve their full potential in science, technology, medicine and engineering. Come visit and find your inspiration! MSI is open every day except December 25, and regular museum hours at 9:30 a.m. to 4 p.m. The Museum is supported in part through the generosity of the people of Chicago through the Chicago Park District. For more information, find MSI online at msichicago.org or call (773) 684-1414 or (800) GO-TO-MSI outside of the Chicago area.

#