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BRICK BY BRICK DESCENDS UPON DOWNTOWN BUS SHELTERS

MSI launches one-of-a-kind social media contest

Chicago (June 15, 2016)— Commuters in downtown Chicago will see LEGO® bricks like they've never seen them before— packed inside of a bus shelter!

The Museum of Science and Industry, Chicago, has launched a one-of-a-kind social media contest, encouraging anyone who sees a *Brick by Brick* bus shelter with its side panel filled with the iconic LEGO bricks to snap a photo and guess how many are inside. Winners will receive free Museum Entry passes AND vouchers for MSI's *Brick by Brick* exhibit!

The launch of the MSI Brick Contest coincides with the ongoing success of the Museum's *Brick by Brick* exhibit. The 7,000-square-foot exhibit, developed and created by MSI, spotlights 13 of the world's engineering marvels built out of thousands of LEGO bricks. The exhibit features giant LEGO-structures including a 60-foot-long Golden Gate Bridge, the International Space Station, the Roman Colosseum, Cinderella's Castle, and each designed and constructed by LEGO® Certified Professional and Chicago native Adam Reed Tucker.

How to Play

- Stop by any one of three contest locations in and around the Loop through August 8
- Take a photo of the LEGO brick-filled bus shelter
- Post your photo and your guess to Instagram using the hashtag #MSIBrickContest
- You may also tweet your guess (no photo required) to Twitter using the hashtag #MSIBrickContest
- Twenty people who submit the right answer will be randomly selected as winners

Contest Locations

- Clark and Randolph
- State and Chicago
- Wacker and Michigan

Keep an eye out for another spectacular display on Michigan and Randolph, a fourth bus shelter that appears to be made entirely out of LEGO! Passersby will also notice a visitor that has taken up temporary residency atop the colorful LEGO brick roof— a LEGO brick blue bird!

The MSI Brick Contest continues through August 8. Twenty entrants who submit the correct answer will be randomly selected as winners. Each winner will receive two passes for Museum Entry and two *Brick by Brick* ticket vouchers. For a full list of rules, visit www.msichicago.org/brickcontest.

The Museum of Science and Industry, Chicago (MSI), one of the largest science museums in the world, offers world-class and uniquely interactive experiences that inspire inventive genius and foster curiosity. From groundbreaking and award-winning exhibits that can't be found anywhere else, to hands-on opportunities that make you the scientist—a visit to MSI is where

fun and learning mix. Through its Center for the Advancement of Science Education (CASE), the Museum offers a variety of student, teacher and family programs that make a difference in communities and contribute to MSI's 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 9:30–4 p.m. every day except Thanksgiving and Christmas day. Extended hours, until 5:30 p.m., are offered during peak periods. The Museum is grateful for the support of its donors and guests, who make its work possible. MSI is also supported in part by the people of Chicago through the Chicago Park District. For more information, visit msichicago.org or call (773) 684-1414.

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