



museum of
science+industry
chicago

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MUSEUM OF SCIENCE AND INDUSTRY, CHICAGO LAUNCHES ANNUAL SUMMER BRAIN GAMES PROGRAM TO COMBAT SUMMER “BRAIN DRAIN”

Sixth annual program kicks off June 15, 2017

CHICAGO, Ill. (May 10, 2017)— The Museum of Science and Industry, Chicago (MSI) is launching its sixth annual Summer Brain Games program to help combat “summer brain drain,” where kids lose approximately three months of learning.

“Kids shouldn’t spend the first few weeks of school this fall relearning the same concepts they learned the previous school year because of brain drain,” said Bryan Wunar, MSI’s director of community initiatives. “We’ve designed Summer Brain Games experiments to help kids and parents see that science really is fun, is everywhere in their daily lives and can even be done in your backyard.”

This year’s program, which offers eight weeks of free science experiments, calls on kids to become superheroes, uniting to defeat the evil Dr. Brain Drain by using:

- **Physics:** Construct an air cannon using a balloon, electrical tape and a plastic cup that can knock down obstacles.
- **Math:** Impress friends by reading their minds using a math-based predictive card trick.
- **Chemistry:** Create a foaming chemical reaction using dish soap, yeast, water and hydrogen peroxide.
- **Engineering:** Build an infallible fortress using materials like newspaper and tape.

Summer Brain Games, sponsored by Adobe/CDW, also provides a natural dialogue between parents and children around the importance of science and math. This dialogue can provide multiple benefits, one of which was detailed in a recent study* showing that when parents effectively discussed STEM education and careers with their children, kids showed increased STEM course-taking in high school, leading to higher math and science scores on standardized tests.

HOW TO PARTICIPATE

Families must register to receive weekly emails with detailed instructions on eight superhero-themed science activities that can be easily done with some sidekick (adult) supervision using items found around the house or inexpensively purchased. Registration for Summer Brain Games is free. Families that register will receive a FREE Museum Entry voucher when they sign up online at msichicago.org/summerbrain (one ticket per household).**

Thousands of registrants from around the country have enjoyed the program the past five summers. Here’s a sampling of what previous participants said:

- “Our family had a wonderful time exploring and learning. The kids looked forward to having a different project to work on weekly.”

- “Trying the activities together made it worthwhile when the kids got to see that it works! The best thing my oldest said was that she learned the value of teamwork.”
- “This was such an easy and wonderful way to experience science that showed the kids science can be fun and done just about anywhere.”

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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****** The Summer Brain Games program runs June 15 – August 13, 2017. Registration is now open, and Museum of Science and Industry, Chicago entry vouchers will be emailed on the June 15, 2017, the program's official launch date.