

Media Contacts: 201.451.0006

Dina Schipper, Ext. 278

dschipper@lsc.org

Mary Meluso, Ext. 335

mmeluso@lsc.org

Elizabeth Romanau, Ext. 213

eromanau@lsc.org



Liberty Science Center Selects Ad/CRM Agencies to Promote Reopening Period and Beyond

Public Reopening of New Jersey's most-visited museum set for July 19th

Concluding an in-depth, multi-firm search that spanned several months, Liberty Science Center (www.lsc.org) of Jersey City, NJ today announced that a consortium of advertising and customer relationship management (CRM) firms will handle its marketing and advertising as the institution prepares to reopen to the public following a 22-month closure.

The popular institution, which welcomed over nine million guests from its opening in 1993 to its closing on Labor Day, 2005, is just completing a \$109 million expansion and renovation project that has added 100,000 square feet of interior space, bringing the institution to 295,000 square feet. It will reopen to the public on July 19, 2007 with all new exhibitions, a completely reshaped interior, and a collection of guest amenities that is nothing short of amazing.

"The institution is so different from what it was two years ago that we are, in many ways, opening something completely new," says Mark Mattia, vice president of marketing. "The Science Center's core audience is still children between the ages of 5-12 and their adult caregivers, but the experiences we'll offer are far more sophisticated and encompass a much more thoughtful, result-oriented approach to science education. It is still a great destination for families and school groups, but it has a bolder purpose and includes a wider array of educational programs and exhibitions. Additionally, there is also much more for teens and adults to enjoy, as well as special offerings for preschoolers."

To effectively communicate the institution's transformation, Liberty Science Center has hired Hammerhead Advertising of Hoboken, NJ, **Trajectory of Morristown, NJ**, and Third Wave Research of Madison, Wisconsin, bringing a team with strong creative, strategic and analytic skills to the marketing process.

With an annual advertising budget of \$2.5 million in the first year and approximately \$1.7 million in following years, Liberty Science Center intends to employ a strong CRM approach, one which is new to the institution.

"We'll be looking at traditional advertising such as radio, print and billboards with an appropriate amount of direct mail, but we will also be branching out into CRM and new media in a big way, focusing directly on our audience members rather than relying on the more traditional 'wide-cast' approach to museum advertising," Mr. Mattia concludes.

Dedicated to providing transformative experiences that build connections for schools and society with science and technology, Liberty Science Center is the NJ-NYC region's largest science education center and an acclaimed innovator in the science museum field, nationally and internationally. Located in Liberty State Park, Jersey City, NJ, Liberty Science Center is currently undergoing a major expansion and renewal project set for completion in July 2007. During this period, the Science Center will double its educational outreach programs, bringing the excitement of science discovery to students, teachers and families across the tri-state area. Follow our progress at www.lsc.org.