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Dinosaurs Breed Success at The Children's Museum

West Hartford, CONN., March 14, 2012 — ***Dinosaurs Jurassic Treehouse***, an immensely popular traveling exhibit which opened on January 14, continues to draw record attendance from across the state. The exhibit will run through the end of May.

"We are thrilled with the extraordinary success of this traveling dinosaur exhibit," said Robert Griesmer, President and CEO of The Children's Museum. "On opening weekend, revenue was up 47% over last year's numbers. This increase is reflective of the new strategies in place that enhance the museum experience."

Dinosaurs Jurassic Treehouse provides a unique opportunity for children and parents to walk through dramatic multimedia scenarios featuring animatronic dinosaur families of various species including Stegosaurus, T-Rex, Parasaurolophus and Apatosaurus. Children get a Pterodactyl's eye view of these prehistoric families as they make their way through the Jurassic treehouse overlooking the dinosaurs.

"The treehouse design yielded unintended reactions by younger children visiting the exhibit," said Peter Claffey, Exhibit Director. "Small children who were hesitant about the noise and motion of the animatronic dinosaurs feel safe and secure in the treehouse."

The exhibit design, according to Claffey, contributes well to the overall mission of creating a safe and family-friendly visiting experience.

The popular dinosaur exhibit is complemented by a film now showing in the ***Digital Planetarium*** called "Dinosaur Passage to Pangaea." The film is a stop-motion, animated adventure explaining one of the greatest geological events in the history of the Earth: the separation of the supercontinent Pangaea. When two children embark on a geology field trip back in time, they are thrown into a fantastic voyage. From racing across the landscape atop Dinosaurs to plummeting to the center of the Earth, "Dinosaur Passage to Pangaea" is an educational glimpse at the tectonic forces that forged our world.

The Children's Museum offers over 100 live animals, including the now famous Fennec foxes, hands-on science exhibits, out-of-this-world digital planetarium shows, and programs for younger children and families. One of Connecticut's top museum attractions, The Children's Museum is located at 950 Trout Brook Drive in West Hartford and at Roaring Brook Nature Center in Canton. More information is available at www.TheChildrensMuseumCT.org.

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