

FOR IMMEDIATE RELEASE

Earth Matters Exhibition Opens September 17 at Fort Collins Museum of Discovery Rethink the Future with a New Exhibition on Sustainability

Fort Collins, CO – Fort Collins Museum of Discovery, an innovative cultural and educational institution in downtown Fort Collins, is pleased to announce its upcoming special exhibition, ***Earth Matters: Rethink the Future***, on display from September 17 – January 8, 2023.

Created by the renowned Scitech in Perth, Australia and produced by Imagine Exhibitions, ***Earth Matters*** features thought-provoking and fully interactive exhibits, covering topical themes such as biodiversity, rising global temperatures, and carbon emissions that will inspire visitors to find new answers to big questions.

“Earth Matters promises to be a unique, interactive experience for visitors, bringing forward issues such as climate change at an important time,” said Laura Valdez, Fort Collins Museum of Discovery’s Executive Director of the Non-Profit Partner. “We continue to prioritize highlighting real-world issues on a community-level, and this exhibition promises to leave our community inspired about ways to help future generations.”

The exhibition will allow visitors to connect with global and environmental issues in an interactive way, including:

- Through augmented reality, understanding the carbon emissions of various modes of transport
- Walking through time to see how the Earth’s annual average temperature has changed
- Exploring variation in sea ice extent over time using a projected animation
- Experiencing the inner workings of a tree
- Exploring a 3D projection map of a coral reef

Cheryl Donaldson-Moses, Executive Director of the City Partner at Fort Collins Museum of Discovery, shared, “We are proud to partner with Imagine Exhibitions and Scitech to bring ***Earth Matters*** to Fort Collins Museum of Discovery. Bringing ***Earth Matters*** showcases what we do best here at the museum – giving families a chance to have fun while engaging in memorable, life-long learning.”

Earth Matters will be open to the public from 10 a.m. to 5 p.m. through January 8, 2023. September 17 is a “Members Only” preview day. The exhibition will be free to attend with museum admission, with support coming from Odell Brewing Co., Hewlett-Packard, and Kaiser Permanente.

About Fort Collins Museum of Discovery

Fort Collins Museum of Discovery creates meaningful opportunities to learn, reflect, and have fun through hands-on and collections-based explorations in science and culture. The museum is located at 408 Mason Court in Fort Collins and is open 10 a.m - 5 p.m. Tuesday through Sunday.

For information about the museum, exhibits, and future program opportunities, please visit www.fcmod.org. Please contact Chris Coomey, Marketing and Communication Manager at ccoomey@fcmod.org for questions and media inquiries.