

The Incredible Human Brain **IMAX Film** Jan. 11 - May 11

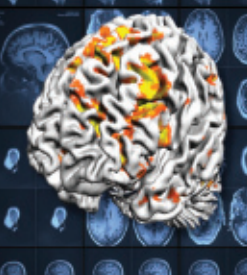
Have you ever wondered what goes on inside the brains of elite cyclists as they navigate the narrow, twisting turns, high-speed descents and grueling hills of the world's most famous cycling race, the Tour de France? "Wired to Win: Surviving the Tour de France" brings the thrill of athletic competition and the wonder of the human brain to the giant screen in the J.L. Bedsole IMAX Dome Theater.



"Wired to Win" tells the true story of two riders, Australian Baden Cooke and French teammate Jimmy Casper, as they compete in the grueling 3,400-km (2,112-mile), three-week-long Tour de France. The film follows Cooke, Casper and other elite cyclists over the towering peaks of the Alps, through the villages of Provence and onto the cobblestone streets of Paris as they try to avoid danger, deny crushing pain and fatigue, control their emotions, seize fleeting moments of opportunity and, ultimately, stay motivated to win the race.

But the real star of *Wired to Win* is the human brain. Through the race, the film shows how the mind allows the cyclist to integrate an enormous amount of information and execute a plan that will ultimately beat the competition.

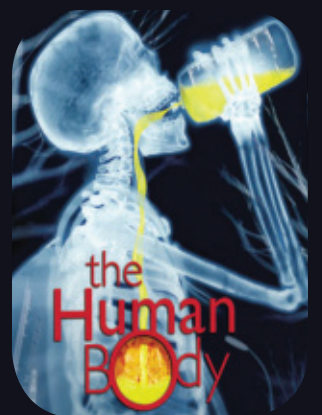
WIRED TO WIN
SURVIVING THE TOUR DE FRANCE



The Human Body **IMAX Film** Jan. 11 - May 11

Recognized as a Best Film for Lifelong Learning by the Giant Screen Theatre Association, *The Human Body* reveals the incredible story of the human body in a way never before seen. In astonishing detail, this large-format film presents a slice of human life -- a look at daily biological processes that go on without our control and often without our notice.

By witnessing the extraordinary accomplishments in the lives & bodies of the film's characters, 8-year-old Zannah, teenager Luke, and Uncle Buster & Aunt Heater, who are expecting their first child, theatergoers will recognize the amazing systems that keep their own bodies running - breathing, walking, talking, digesting - from day until night.



Virtual Human 3D in the Virtual Journeys Digital Theater

Jan. 11 - May 11

Join your tour guide, put on your 3D glasses, then sit back and experience a three dimensional tour through the human body. Experience systems in your body like you have never seen them before.

- * reach out and "touch" a red blood cell as it makes its way through the circulatory system
- * follow a food particle through the digestive system
- * zip up the spinal cord to the control center of the body

3D technology allows insight into the most amazing machine on our planet: the human body!



USA Physicians Group to host Med School Cafe

Med School Café - a community lecture series sponsored by the University of South Alabama Physicians Group - will be held at the Gulf Coast Exploreum.

• Jan. 23, 2008, "The Latest Developments in Stroke Treatments" presented by Dr. Richard M. Zweifler, professor of neurology and director of the USA Stroke Center.

• Feb. 20, 2008, "Living with Chronic Lung Disease" presented by Dr. Majid Mughal, assistant professor of internal medicine and director of the USA Pulmonary Hypertension Clinic.

• March 19, 2008, "Cartilage Transplantation versus Knee Replacement" presented by Dr. Albert W. Pearsall, professor of orthopaedic surgery and director of the USA Division of Sports Medicine.

• April 23, 2008, "Understanding How Cancer Develops and Spreads" presented by Dr. Adam I. Riker, associate professor of surgery and chief of surgical oncology at the USA Mitchell Cancer Institute.

Lectures and lunch are provided free of charge, but reservations are required. For more information, please call (251) 460-7770 or email kebarnes@usouthal.edu

GULF COAST
EXPLOREUM
SCIENCE CENTER

The Explore Center, Inc.
P.O. Box 1968
Mobile, AL 36633

Important Numbers

Information.....251.208.6873
Box Office.....251.208.6893
Renew memberships.....251.208.6880
Plan your special event.....251.208.6879
Host a Birthday party.....251.208.6879
Buy a gift membership.....251.208.6893

www.EXPLOREUM.com

NATIONAL GEOGRAPHIC



The Incredible Human Brain Imax Film Wired to Win – the thrill of the race!

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|-------------|--|
| January 11 | OUR BODY: The Universe Within exhibit Opening Day Wired to Win IMAX Film opens The Human Body IMAX Film opens Virtual Human 3D opens in the Digital Theater |
| January 15 | OUR BODY Teacher Preview Night |
| January 23 | USA Physicians Group presents Med School Café lecture "The Latest Development in Stroke Treatments," Dr. Robert Zweifler. See inside for details. |
| February 5 | Exploreum Closed for Mardi Gras Fat Tuesday |
| February 20 | USA Physicians Group presents Med School Cafe lecture "Living with Chronic Lung Disease," Dr. Majid Mughal. See inside for details. |
| March 19 | USA Physicians Group presents Med School Cafe lecture "Cartilage Transplantation vs. Knee Replacement," Dr. Albert W. Pearsall. See inside for details. |
| March 23 | Exploreum Closed for Easter Sunday |
| April 23 | USA Physicians Group presents Med School Cafe lecture "Understanding How Cancer Develops and Spreads," Dr. Adam I. Riker. See inside for details. |
| May 11 | Last Day to experience OUR BODY: The Universe Within |



Become your own health advocate!

With all the available resources for medical info., who should you trust? Every Thursday and Saturday from 1 to 4 p.m., University of South Alabama Biomedical Librarians will be available at the Exploreum to answer this question and instruct visitors on how to access reliable health information via the Internet.

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GULF COAST
EXPLOREUM
SCIENCE CENTER

Volume 11 Issue 1

Winter 2008

OUR BODY: The Universe Within

Highly anticipated human anatomy lesson on display Jan. 11 - May 11, 2008

OUR BODY: The Universe Within, an awe-inspiring blockbuster exhibit featuring actual human bodies, will premiere January 11, 2008 at the Gulf Coast Exploreum Science Center. Visitors can witness the elegant design of the human body's form and function up-close in a compelling and dignified environment at the exhibition's exclusive Southeast venue through May 11, 2008.

OUR BODY: The Universe Within is an educational exhibit that features real human bodies. Spanning more than 7,500 square feet, this human anatomy lesson is comprised of 12 whole-body specimens and 75 anatomical displays that have been preserved through polymer impregnation. Sometimes referred to as plastination, polymer impregnation replaces water and fat with reactive plastics that prevent decomposition. The relatively new process, developed three decades ago, maintains the integrity of human specimens -- organs, veins and muscles -- and provides a spectacularly illustrative study of the human body.

"The Exploreum is especially excited to provide this educational opportunity to area students," said Ilka Porter, education

TICKETS

HOW TO BUY & HOW TO WIN

OUTREACH

JUBILEE BEST & YMCA WING BOWL III
USA PHYSICIANS' MED SCHOOL CAFE

EDUCATION

NSTA GIVES A+ TO INFORMAL ED

THE SCOOP

MEMBERS GET THE FIRST SERVING



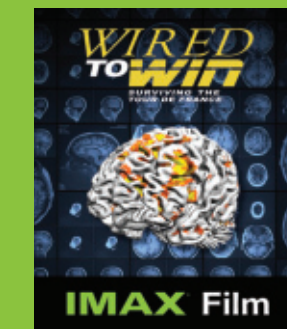
coordinator of the Gulf Coast Exploreum. "Not only does this exhibition follow our mission, to increase science literacy, but it also provides curriculum-relevant material that cannot be experienced in the classroom."

Appropriate for all ages, OUR BODY: The Universe Within literally goes 'under the skin' to unveil the splendor of the human body and the systems at work every second of our existence.

By examining the human body from a perspective formerly reserved for medical professionals, people of all ages and backgrounds can gain a deeper understanding of the intricate relationship between each of the body's systems and a greater appreciation for their own bodies. Three-dimensional views of healthy versus diseased tissues and organs vividly demonstrate the profound impact daily choices have on quality of life.

"This exhibit provides the Exploreum with a unique opportunity to educate the community about health and lifestyle choices -- a lesson that affects every segment of the population," said Mike Sullivan, executive director of the Gulf Coast Exploreum. "Through science and technology we can continue to improve quality of life along the Gulf Coast, a worthwhile reason to bring 'OUR BODY' to the area." □

NOW SHOWING
Jan. 11 - May 11



Showtimes
Mon. - Fri. 10..11..2..3..p.m.
Saturday 10..11..2..3..p.m.
Sunday 12..2..3..p.m.



Showtimes
Mon. - Sun. 1 p.m. & 4 p.m.

Gifts for Your Body

Located adjacent to Minds On Hall, the OUR BODY Gift Shop is stocked with souvenirs from the unforgettable exhibit, items to pamper yourself with, and the perfect gift for someone special. Books & stationery, T-shirts & jewelry, there's everything you can think of and more...

AND for you it's
20% OFF!

TICKETS HOW TO BUY & WIN

Thank you to our Members who attended Members' Night at the Exploreum and experienced the blockbuster exhibit OUR BODY: The Universe Within. More than 900 members took advantage of this benefit.

Exploreum members understand the value of education, noted Ilka Porter, education coordinator. "During the 'OUR BODY' Members' Night, I saw more parent-child interaction in the exhibit hall than I have ever seen during past exhibits. It was fantastic!"

Attendees of all ages leave body exhibits with a sense of awe, wonder and humility, as well as a deeper appreciation for the importance of healthy living, according to visitor surveys. Many people express a desire to experience this exhibit more than once, with intentions of bringing family and friends.

If you were unable to attend or would like to experience this exhibit again, be sure to reserve your timed-tickets now. To take advantage of special member pricing, present your membership card at the box office. Or save time: order tickets online and present your membership card at Will Call, located at the Box Office.

**TO WIN TICKETS,
SIGN UP FOR THE E-NEWSLETTER
ON OUR NEW WEBSITE,
WWW.EXPLOREUM.COM, DESIGNED
BY DOGWOOD PRODUCTIONS.**

**VISIT
WWW.EXPLOREUM.COM/
NEWSLETTER.HTML**

**TWO WINNERS WILL BE CHOSEN
EACH MONTH THROUGH MAY!**

Congratulations to Kelly Lomax and Brandon Nichols, winners of the "OUR BODY Gift Package," that was given away on Members' Preview Night. Each gift contains two T-shirts from the blockbuster exhibit and one pair of IMAX tickets!

FROGS!

Some are as big as dinner plates. Others as tiny as a dime. From multi-colored to well-camouflaged, they have occupied our fairy tales, mythology, even advertising. And they'll hop to a new home this summer, bringing a "ribbiting" good time to the Gulf Coast Exploreum!

You loved the Exploreum's first-ever exhibition of live animals, Reptiles: The Beautiful and the Deadly, so due to popular demand, the 2008 summer line-up includes FROGS!

FROGS! will feature everything about your favorite four-legged amphibians: What is a Frog? Frog anatomy, frogs in fairy tales, famous frogs, and parenting frogstyle.

Several different types of frogs and their relatives will be showcased in the new exhibit including Spiny-headed Tree Frogs, Barking Tree Frogs, Amazon Milk Frogs, Tomato Frogs, Green Tree Frogs, Green and Black Dart Frogs and Hourglass Dart Frogs.

Often called "Jewels of the Amazon," tiny poison dart frogs will also be on display. These brightly colored and highly toxic species are used by indigenous people as a poisonous component of their hunting darts. But don't worry: the animals on exhibit at the Exploreum are perfectly safe!

Most frogs are nocturnal so lighting in the frog exhibit will be modified to 'switch' the days and nights of the amphibians so they'll be more active during the daytime hours for visitors to get a better look at them.

FROGS! is an exhibit created by the highly acclaimed Aquarium of the Americas in New Orleans, a facility operated by the not-for-profit Audubon Nature Institute. The Audubon Nature Institute is dedicated to celebrating the wonders of nature. □



2008 is the Year of the Frog!

Frogs are going extinct. So are toads, salamanders, newts, and the intriguingly unusual caecilians. In fact, the World Conservation Union (IUCN) estimates that at least 1/3 of known amphibian species are threatened with extinction. While the major culprit has historically been habitat loss and degradation, many of the declines and extinctions previously referred to as "enigmatic" are now being attributed to the rapidly dispersing infectious disease chytridiomycosis ("chytrid"). This fungus is causing species extinctions at an alarming rate. Can you imagine if we were about to lose 1/3 of the world's mammals?

The combined effect of habitat destruction, climate change, pollution, and chytrid cannot be addressed solely in the wild. Captive assurance populations have become the only hope for many species faced with imminent extinction and are an important component of integrated conservation effort.

The IUCN has classified four amphibians in the U.S. to be critically endangered, the Mississippi gopher frog, the Chiricahua leopard frog, the mountain yellow-legged frog and the Wyoming toad. The U.S. Fish and Wildlife Service has listed 37 amphibian species under the Endangered Species Act. Learn more about what you can do to protect and restore amphibian populations at www.yearofthefrog.org.

Sullivan announces plans for new human health gallery

As the Exploreum begins its 10th calendar year of operation, Michael Sullivan, Executive Director, has exciting news to share with Members.

Infirmiry Health System has partnered with the Exploreum to design and build a new permanent exhibit gallery on human health – tentatively titled "My BodyWorks". The gallery is scheduled to open in early 2009 and will address important regional and national health concerns.

"We are honored that Infirmiry Health System, south Alabama's largest provider of quality healthcare, has joined forces with the Exploreum on a project that can literally save lives," noted Sullivan. The partnership signals the growing credibility and prestige the Exploreum has established as the region's premier public and K-12 education destination.

"My BodyWorks" will permanently fill the first floor gallery, just off the atrium, with more than 50 state-of-the-art interactive exhibits and a Bio Lab for changing activities.

"Working with Infirmiry professionals, we have selected educational goals that are timely and extremely relevant to the communities that both organizations serve," added Sullivan. "With five hospitals and hundreds of physicians and clinics serving the Gulf Coast region, Infirmiry Health System brings invaluable expertise and resources to the table. It is a partnership that will have long-lasting benefits for our area."

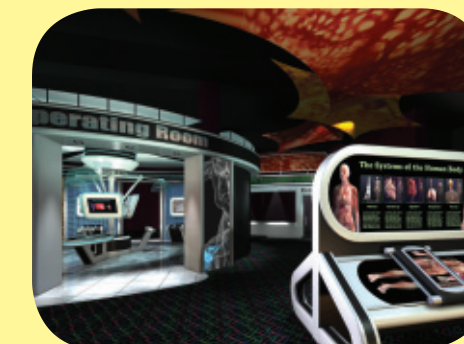
Visitors will learn how their body works and how their own diet and lifestyle choices can influence health and quality of life. Most important will be exhibits that emphasize the value of developing lifelong habits of healthy eating and exercise.

Unfortunately, South Alabama ranks near the top in the nation for the percent of the population that suffers from high blood pressure, diabetes, stroke and heart attack. This exhibit will show visitors that these conditions can often be mitigated by making the right choices in their daily lives.

Also included will be information kiosks that will hopefully inspire area youth to consider one of the many different careers available in the healthcare industry today.

The gallery design, fabrication and installation costs are expected to top \$3 million. Infirmiry Health System has committed to support the project with contributions from The Infirmiry Foundation and by bringing other partners to the table. Already, the Ernest K. DeBakey Foundation has donated \$400,000 to the project.

THE SCOOP
MEMBERS GET THE FIRST SERVING



The Exploreum has engaged the services of a science exhibit designer, Peter Feher, who is now working with staff to ensure that the latest and greatest "wow" exhibit technologies are added to the mix.

"I look forward to sharing more details about the gallery and its implications for the Exploreum's long term exhibit plans in the next issue of the Members Newsletter," said Sullivan. He did offer a brief tease by noting that the gallery will include an 8-foot realistic beating heart, augmented virtual reality activities, and a personalized data collection system that will allow visitors to track their own eating, fitness and health parameters as measured during their visit.

2021: A ROBOT ODYSSEY

Congratulations to the winners and outstanding participants of the 2007 BEST Robotics competition. Similar to the Exploreum, BEST (Boosting Engineering, Science, and Technology) is a non-profit organization whose mission is to inspire students to pursue careers in engineering, science and technology.

Each year BEST program volunteers create a sports-like, science and engineering-based robotics competition. Area students compete and winners proceed to the regional competition. The theme for this year's challenge, 2021: A Robot Odyssey, required participants to build a radio-controlled robot that could navigate and unload supplies on a simulated surface of Mars. Because of the harsh Martian environment – temperatures can reach as low as -151°F – the robots must perform the task in three minutes.

Students who do not participate in the robotics portion may handle publicity; design the team logo or table displays; write the technical notebook; present the oral component to judges; or perform an infinite number of other tasks to promote their team. Teams are also judged on spirit and sportsmanship.

"This competition is so exciting – to see the students work together, solve problems and present their final product for the competition is the best!" said Ilka Porter, BEST judge and education coordinator of the Exploreum. "We're looking forward to the 2008 competition, 'Just Plane Crazy!'"

The Exploreum hosts the Teacher/Mentor training during the summer months; and during the competition, an evening of fun is held at the Exploreum with IMAX screenings and pizza for everyone involved.

The competition facilitates real-world engineering experience; increases understanding of technical concepts and scientific principles; encourages abstract thought, self-directed learning and problem solving; promotes team building, good sportsmanship, leadership and ethical conduct; and produces pride in success.

For more information, visit www.jubileebest.org.

EDUCATION

NSTA GIVES A+ FOR INFORMAL LEARNING

The National Science Teachers Association (NSTA) recently convened in Birmingham, Ala., to share the latest in science content, teaching strategy and research to enhance and expand professional growth -- and the Exploreum was



there too, sharing information about the OUR BODY exhibit and additional curriculum-relevant content available throughout the facility to regional educators and administrators.

NSTA encourages the development of sustained links between informal educational institutions and schools. The organization also recognizes and promotes a growing body of research that documents the power of informal learning experiences to spark curiosity and engage interest in the sciences during school years and throughout a lifetime. In addition, NSTA notes that institutions like the Exploreum accommodate different learning styles and effectively serve the complete spectrum of learners: gifted, challenged, non-traditional and second language learners.

With your support the Exploreum will continue to be a cornerstone for informal learning on the Gulf Coast, offering a powerful means to enhance experiences for classroom teachers and offer an effective means for parents/caregivers to share moments of intellectual curiosity and time with their children. □

OUTREACH

Jubilee BEST & YMCA Wing Bowl III



Davidson High School, 1st place winners overall; 2nd place, best Web site design; and 1st place, SolidWorks CAD design competition. Not pictured: St. Paul's Episcopal School, 2nd place, robotics game competition. Praise Christian School, 3rd place, SolidWorks CAD design competition.

YMCA WING BOWL III

The Exploreum's "Friendly Scientist" Tim Pula had a blast (literally) at the YMCA Wing Bowl III held in Bienville Square to benefit the Healthy Kids program.

Pula set up the traveling CIBA Lab and captivated kids and adults with science demonstrations that included "blowing up" a pumpkin with calcium carbonate and freezing inflated balloons with dry ice. Don't miss YMCA WING BOWL III next year--we'll be there!

