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REV YOUR ENGINES! "SPEED" OPENS AT OMAHA CHILDREN'S MUSEUM JANUARY 31

SPEED: 1. swiftness; quick motion 2. rate of movement; velocity 3. an arrangement of gears

Omaha, NE - Accelerate and break the sound barrier at Omaha Children's Museum for SPEED, the museum's newest traveling exhibit. SPEED opens on January 31 and will continue through April 19. A museum member preview will be held at 9 a.m. on January 31 and the exhibit will open to the public at 10 a.m.

SPEED is a 6,000 square foot experience delivering a high-speed plunge into the world of high performance, limit stretching, and barrier smashing motion. Using examples from race cars, planes, boats and eccentric and custom vehicles, SPEED includes 21 interactive hands-on components. The experiences focus on the science and technology of pushing the envelope to achieve record setting speed while explaining the limits of getting there. Visitors can test their skills as a world class downhill skier, build their own rollercoaster and much more!

The exhibit is divided into five areas: PUSH, GO, ZOOM, DRAG & STOP. It's also loaded with cool facts and unbelievable true stories of people who have dared to test the limits of speed like Air Force Colonel John Paul Stapp. He was not only the "fastest human on earth;" he was the quickest to stop. The exhibit also follows Cheryl Stearns, a 46-year-old US Airways captain and 21-time U.S. women's parachuting champion, who is still trying to break the speed of sound with her body by planning a free fall from 24 miles above the earth.

On opening day, Saturday, January 31 at 10:30 a.m., Diandra Leslie-Pelecky, author of *The Physics of NASCAR*[®] and University of Texas professor (previously a professor at University of Nebraska-Lincoln) will make a presentation about the science of speed related to racing. Leslie-Pelecky is using her experiences as a scientist at the race track and the race shop to motivate kids and adults to get interested in math and science. The presentation will be included with exhibit admission and limited space is available. Seating will be first-come, first-served.

Exhibit Sections

The exhibit, created by COSI Columbus with support from the National Science Foundation and the Science Museum Exhibits Collaborative, presents five sections.

1. **GO!** - This area investigates speed as a quantity. What is speed and how fast do we achieve it? What are the features that enhance or retard speed? What are the mathematical relations that govern the concept of going fast? In Go! guests can build their own car to find out how different designs impact speed and experience Carvolution to find out how design has affected 90 years of Indianapolis 500 winners' times.

2. **STOP!** - The causes and consequences of rapid deceleration. What happens when speed vanishes? What does it mean to say that stopping is really accelerating? Guests will hear stories of what it's like when racecar drivers Hit the Wall and crash. They will also get to smash pennies with the Penny Smasher to find out what happens to objects during rapid deceleration.

3. **DRAG!** - Despite Newton's Laws, common experience shows us things slow down. Here we find out why. What are the various impediments to speed, both on solid ground and in the air? In Drag! Guests can Spin Their Wheels while they try to manage friction relative to speed and learn how aerodynamics help vehicles preserve speed.

4. **PUSH!** - Explore the sources of speed and where it comes from. How do you get speed and how do you keep it? Guests learn about g-force, acceleration and thrust and how they effect how fast we go. Visitors climb into the Bobsleds and feel the effects of a human push and build their own roller coasters to find out how design can give them the push they need to go fast.

5. **ZOOM!** - Strange things happen at high speeds, things that defy common sense. Find out just how fast the speed of sound is and why we call the speed of light the ultimate barrier. Here watch and listen as a cord is pulled on a bullwhip to create a sonic boom and break the sound barrier.

Exhibit Highlights

Ski Simulator

Challenge a friend on an Olympic style ski run.

Horsepower Bike

Guests explore the mathematics of horsepower by pedaling a stationary bicycle for two at over 200 miles per hour.

Penny Stopper

Guests explore the effects of instantaneous deceleration by injecting their coin into a stream of high velocity air. The air smashes the coin against a steel cylinder. The altered coin is then returned to its owner.

Stop Motion Anime

Guests capture digital images of their props and make their own movie. Stop motion techniques mimic real motion best when the animator understands the simple relationship between distance and time.

Build Your Own Car

Guests build cars out of Legos®. Choices about weight distribution and tire size make a big difference when the cars race against one another on an inclined track.

Spin Your Wheels

Compete with model dragsters to cross the finish line first. The start of the race is the key. How fast can the driver accelerate without losing traction? The successful driver will have discovered the importance of static friction.

Speed of Thought

When the lights suddenly turn red and start the clock, how quickly can the guests respond and stop the clock? The speed of thought, though very fast, is significantly slower than the speed of light.

SPEED is supported locally by Rainbow Connectors Guild, Iowa West Foundation, The Douglas County Board of Commissioners, Dixon Family Foundation, Midwest Airlines and Centris Federal Credit Union.

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About Omaha Children's Museum

Since its inception in 1976, Omaha Children's Museum has been a special place where children can challenge themselves, discover how the world works and learn through play. The mission of Omaha Children's Museum is to engage the imagination and create excitement about learning. The museum's permanent exhibits include Charlie Campbell Science & Technology Center, Creative Arts Center including the Karen Levin Artist-in-Residence Studio and Imagination Playground. In addition to its permanent exhibits, Omaha Children's Museum offers educational programs, traveling exhibitions, field trips, outreach programs, summer camps and early childhood programs.

For more information visit <http://www.ocm.org>

Museum Winter Hours (Starting Feb. 1):

Tuesday - Friday 10 a.m. - 4 p.m.

Saturday 10 a.m.- 5 p.m.

Sunday 1 p.m. - 5 p.m.

Closed Monday and major holidays*

*open Monday on some school holidays

Admission

Members, Free

Children under 24 months, Free

Children ages 2-15, \$7

Adults ages 16-59, \$7

Seniors 60+, \$6

***SPEED* Admission**

Members, Free

Non-Members (5 years & older), \$2