



FOR IMMEDIATE RELEASE

CONTACT:

**Becky Mayad 214-352-1881w
214-697-7745c**

becky@mayadpr.com

PEROT MUSEUM OF NATURE & SCIENCE NAMES INDUSTRY LEADER *EVENT NETWORK* TO DESIGN AND OPERATE NEW RETAIL STORE AT VICTORY PARK FACILITY

Retail and online store will offer thousands of enticing items at all price points appealing to everyone from toddlers to lifelong learners

DALLAS (October 13, 2011) – The Perot Museum of Nature & Science will look to the expertise of **Event Network**, the leading cultural attraction retail operator in North America with 68 partnerships, to design and run the retail store for the new Victory Park museum when it debuts in early 2013.

Located in the ground floor lobby of the new museum, the store's 3,000-square-foot space will house thousands of enticing items at all price points that encompass science, nature and education and appeal to everyone from toddlers to lifelong learners. Event Network also will operate the Museum's online store, offering a wide range of merchandise – including items identified as best sellers – they commit to ship within 24 hours.

"Event Network has an incredible reputation in their industry. They design wonderfully creative environments while maintaining very smart business operations," said Nicole G. Small, CEO of the Museum of Nature & Science. "They're very discerning when choosing partners, so it's a coup for us to add them to our team at the Perot Museum."

Small adds that the Perot Museum store will be unique because it requires that Event Network develop a merchandise mix with three broad focuses – nature, science and children. Within those focuses will be an array of merchandise that explores engineering, math, technology, geology, biology, sustainability, energy, and more. To create the right combination of inventory, Event Network will spend hundreds of hours working with Museum curators, educators and exhibit designers to identify the key learnings and pick products that extend and enhance the museum experience. And their robust infrastructure includes 40+ buyers who attend 50 trade shows all over the world last year. They will constantly search for the "next great product" as well as distinctive items only to be found at the Perot Museum of Nature & Science store.

"We want to make sure the store augments the Museum experience, and we also want to make sure everyone feels welcome at the store," added Small. "Even a child with just a dollar or two should be able to find a small treasure, a special memento that reflects his or her visit to the Museum's exhibit halls and blockbuster exhibitions."

Known for embracing the "art and science of retail," Event Network brings a long tradition of success to Dallas, currently operating the museum stores at the California Academy of Sciences, Museum of Science in Boston, New York Hall of Science, American Museum of Natural History in New York City, Boston Children's Museum, Liberty Science Center, Museum of Science & Industry in Chicago, and the San Diego Air & Space Museum, to name but a few.

"Event Network is thrilled to have been selected as the retail partner of the Perot Museum of Nature & Science," said Jerry Gilbert, principal and vice president of marketing for Event Network. "We felt an immediate connection with their management team and believe that our two organizations possess similar core values. The Perot project is a perfect fit for Event Network, and we look forward to being a part of this spectacular revitalization project in downtown Dallas."

Gilbert said they also are working closely with Pritzker Prize Laureate Thom Mayne and his firm Morphosis to make sure the store design matches the architecture of the building.

The \$185-million Perot Museum of Nature & Science, currently under construction in Dallas' Victory Park, is expected to open in early 2013.

The Perot Museum has been designed by 2005 Pritzker Prize Laureate Thom Mayne and his California-based firm Morphosis and described by *The Dallas Morning News* architecture critic Scott Cantrell as "the boldest piece of modern architecture to hit Dallas." The new museum is located on a 4.7-acre site at 1155 Broom Street at the northwest corner of Woodall Rodgers Freeway and Field Street in Victory Park adjacent to downtown Dallas.

The facility's interior will include five floors of public space featuring 11 permanent exhibition halls, including a children's museum and outdoor playspace/courtyard; an expansive glass-enclosed lobby and adjacent outdoor terrace with a downtown view; state-of-the art exhibition hall designed to host world-class traveling exhibitions; an education wing equipped with six learning labs; a large-format, multi-media digital cinema with seating for 300; flexible-space auditorium; public café; retail store; visible exhibit workshops; and offices. Lastly, the building itself will be used as a "living" example of engineering, sustainability and technology at work.

To learn more about the Perot Museum of Nature & Science, go to natureandscience.org. To donate to the Expansion Campaign, please call Mary Crain at 972-201-0555 or email her at expansion@natureandscience.org.

###

About the Museum of Nature & Science

The Museum of Nature & Science – the result of a unique merger in 2006 between the Dallas Museum of Natural History, The Science Place and the Dallas Children's Museum – is an AAM-accredited non-profit educational organization located in Dallas's Fair Park. In support of its mission to inspire minds through nature and science, the museum delivers exciting, engaging and innovative visitor experiences through its education, exhibition, and research and collections programming for children, students, teachers, families and life-long learners. The facility also includes the TI Founders IMAX® Theater and a cutting-edge digital planetarium. The Museum of Nature & Science is supported in part by funds from the City of Dallas Office of Cultural Affairs, the Texas Commission on the Arts and HP. The Museum of Nature & Science also is building a new \$185-million museum on a 4.7-acre site in Victory Park to complement the Fair Park facilities. To learn more about the Museum of Nature & Science, please visit natureandscience.org.

About Event Network

Event Network is the leading cultural attraction retail operator in North America with 68 partnerships and focuses on achieving the maximum retail potential of our partners' attractions. Each of our non-profit and mission-oriented partners is an outstanding institution and our stores are completely different at each location—in terms of size, look and feel. We have been operating cultural attraction stores since 1998.

###