

ATTACK OF THE BLOOD SUCKERS!

MARKETING KIT

 Sciencenter

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EXHIBITION SUMMARY

Explore the science of what's biting you!

Learn about mosquitoes, fleas, ticks, leeches, and other bloodsucking parasites in this skin-crawling exhibition. Through many interactive, icky exhibits, visitors learn the what, why, who, and when of how parasites live, work, and play!

Learning Goals

- Bloodsucking parasites are integral to ecosystems around the world
- There are many types of bloodsuckers, including insects, arthropods, and birds
- Bloodsuckers need blood meals to survive and reproduce

BRANDING GUIDELINES

LOGO

Primary Logo



Stacked Logo with Mosquitoes



COLOR PALETTE



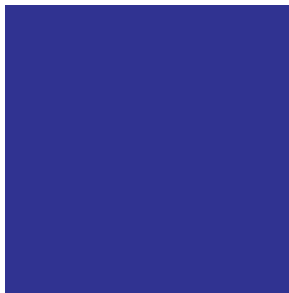
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Hex # 333092



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TYPE

SIGN PAINTER (HEADINGS)

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

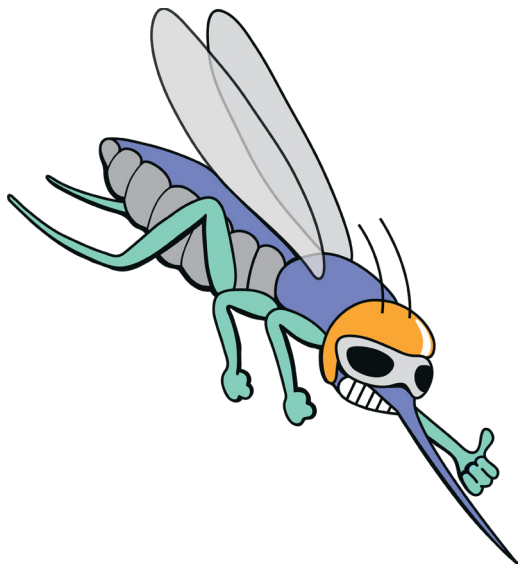
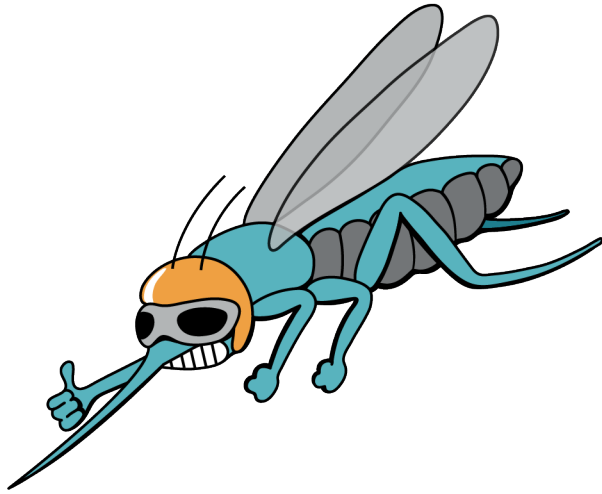
MARKER FELT (SUBHEADINGS)

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abcdefghijklmnopqrstuvwxyz
1234567890

COMIC SANS (BODY COPY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DESIGN ELEMENTS



PRESS MATERIALS

EXHIBITION OVERVIEW

100 WORDS (99)

Learn about mosquitoes, fleas, ticks, leeches, and other bloodsucking parasites in this skin-crawling exhibition. Learn the what, why, who, and when of how parasites live, work, and play. At *Attack of the Bloodsuckers!* visitors can look a real leech in the mouth, receive a big hug from a giant, inflating tick, get itchy and knotty with the life-size game of “Twitcher”—a buggy variation on Twister™, watch mosquito larvae perform their little water ballet, measure the invisible carbon dioxide gas in their breath to learn how mosquitoes follow this gas trail to locate a target, and so much more!

75 WORDS (77)

Visitors to *Attack of the Bloodsuckers!* can imagine they are a mosquito itching for a bite. Through different interactive exhibits, they will learn how to track down the next meal. Measure the invisible carbon dioxide gas in breath. Mosquitoes follow this gas trail to locate a target. See the wispy mist from a target’s breath. A mosquito can sense wisps of breath up to half a mile away! Look at the world through a mosquito’s compound eyes.

50 WORDS (50)

Stinky feet can make you more attractive — to a hungry mosquito, that is! Visitors to *Attack of the Bloodsuckers!* will discover the biological wonders of sanguivores—creatures that eat blood—through encounters with live species and interactive exhibits. This exhibition also provides helpful hints for avoiding these sometimes annoying creatures.

25 WORDS (25)

Explore the science of what’s biting you! Through many interactive exhibits, learn about mosquitoes, fleas, ticks, leeches, and other bloodsucking parasites in this skin-crawling exhibition.

EXHIBIT DESCRIPTIONS

LIVE ANIMALS

Live Mosquitoes

Spend time with some live mosquitoes, all safely contained in three escape-proof tubes. You may know an adult mosquito, but have you ever watched mosquito larvae performing their little water ballet?

Live Leeches

Can you spot which end of a medical leech is the biting one? With suction cups at each end and a flexible flatworm body, a leech can crawl like an inchworm, swim like a whale, or just “hang out” on the sides of the tank.

MOSQUITO COCKPIT

Imagine you are a mosquito itching for a bite. Your mission? Track down your next meal.

Carbon Dioxide Detector

Measure the invisible carbon dioxide gas in your breath. Mosquitoes follow this gas trail to locate a target.

Mist

See the wispy mist from a target’s breath. A mosquito can sense wisps of breath up to half a mile away!

Vision Motion

Turn the dial, and like a mosquito, you can see an object more easily when it moves.

Compound Vision

How do a mosquito’s compound eyes see the world? Look through one of the “windows” to get an idea.

Feel for Heat

Use temperature to find a hot meal! Aim the heat detector to find out where your friend’s arm is hidden.

EXHIBIT DESCRIPTIONS

OTHER EXHIBITS

Tool Time

Be a mosquito! Use your probe to find a vein in an arm. Get a close-up look at a mosquito's proboscis (tube-mouth), and the slicing jaws and suction-cup mouths other bloodsuckers use to get their blood meals.

Suckers Talk Back

Bloodsuckers plead for their lives! The mosquito, leech, tick, and black fly explain their important place in the natural world.

Inflatable Tick

Meet Ms. Phillipa Tick, a giant inflatable tick. Have a seat in her lap and become her next meal – as her body inflates, she'll "grow" on you! Fun photo op.

Magnification Station

Take a close look at some familiar bloodsuckers that you normally try to avoid: a head louse, flea, bed bug, and tick, magnified 20X and displayed on a video display as well as an easy-to-view magnifier. Also see a mosquito magnified 125X on its easy-to-view magnifier.

Are You Attractive?

Do Mosquitoes Like Smelly Feet?

Do mosquitoes love you? It could be because your feet smell. Add your data to this graph. Researchers studying how to build a better mosquito trap collect this kind of information.

How Do You React?

How does your skin react to mosquito bites? Do you get big, red, itchy bumps? Or are you lucky enough to have no reaction at all? See how you compare as you add your data to this graph.

Matching Game

Try to find the matching pictures of bloodsuckers. There's a twist – one picture in each pair shows a zoomed-in image of a small part of the animal.

TwITCHer

"Right hand on head louse!" Play TwITCHer, the Twister™-like game that ties you up in knots and makes you itch!

EXHIBIT DESCRIPTIONS

Mosquito Life Cycle

Spin your way forward or back through a film of a mosquito's life cycle: from a wriggling larva that breathes out its rear-end to an adult crawling out of its pupal shell

Suckers from Around the World

Check out the weird suckers around the world: a life-like model of a vampire bat, a preserved sea lamprey and portraits of a vampire moth, vampire fish and a tag-team pair of blood-sucking bird species from the Galapagos.

Reading Area with Video Bookcase

Relax in the reading area seating, or gather on the custom rug. Grab a book, and learn more about bloodsuckers! A variety of books for all ages of children; some are relevant picture books, some are non-fiction books, and feature beautiful photos and kid-friendly information. Amazing close-up video footage of the mosquito life cycle is displayed as part of the bookcase.

GRAPHICS & ACTIVATIONS

Entry Panel (double-sided fabric display)

One side has mosquitoes, fleas, and ticks attacking people in a city in a fun comic style introductory graphic. The other side has credits and super-magnified photos of bloodsuckers by Award-winning photomicrographer Dennis Kunkel.

Scenic Walls (double-sided fabric pair forming a wide display)

Cartoon walls set the scene – giant bloodsuckers are launching an invasion. The adults don't notice, but kids and pets keep a wary eye on the giant fleas, mosquito, parachuting ticks and other suckers invading the house and yard.

Ceiling Activation

Add a lot of fun overhead with the parachuting ticks (5 of them, about a foot across) and airplanes (3 of them, about 3' in size) hanging from above.

Optional Posters

Optional posters add extra information to the exhibition: check out the Mosquito Ballet or Leech Lagoon.

PRESS RELEASE

<MUSEUM LOGO>

<Museum Name>

Media Contact:

Issued: <Date>

FOR IMMEDIATE RELEASE



EXPLORE THE SCIENCE OF WHAT'S BITING YOU!

<CITY> Learn about mosquitoes, fleas, ticks, leeches, and other bloodsucking parasites in this skin-crawling exhibition. Learn the what, why, who, and when of how parasites live, work, and play at <Museum name> 's new featured exhibition, *Attack of the Bloodsuckers!* opening on <date>.

Stinky feet can make you more attractive — to a hungry mosquito, that is! Visitors to *Attack of the Bloodsuckers!* will discover the biological wonders of sanguivores—creatures that eat blood—through encounters with live species and interactive exhibits.

At *Attack of the Bloodsuckers!* visitors can look a real leech in the mouth, receive a big hug from a giant, inflating tick, get itchy and knotty with the life-size game of “Twitcher” — a buggy variation on Twister™, watch mosquito larvae perform their little water ballet, measure the invisible carbon dioxide gas in their breath to learn how mosquitoes follow this gas trail to locate a target, and more!

Attack of the Bloodsuckers! also provides visitors with helpful hints for avoiding these sometimes annoying creatures. Simple precautions like keeping your yard free of standing water, where mosquitoes breed, and checking yourself carefully for deer ticks before they can transmit Lyme disease go a long way toward keeping you comfortable and safe.

We all need food to survive, and animals that eat blood are no different. In fact, most of them manage to leave their prey alive, which is more than most of us can say! With about 20 grams of protein in every drop, human blood is high-energy fuel for the animals who've adapted to eating it — and they have adapted in some pretty amazing ways: black flies, for example, use scissor-like jaws to create a wound in the skin, then lick up the resulting pool of blood. Ticks can swell up to 600 times their original size!

- more -

Page 2 of 2 <Museum Name>/From Here to There

PRESS RELEASE

Beyond our Basin are a myriad of other sanguivorous species—from the Amazon Basin to the mountains of Czechoslovakia—each one adapted to feeding in its own unique way. The Espanola mockingbird, endemic to the Galapagos Islands, feeds on other birds, iguanas, sea lions, and the occasional researcher. Brazil boasts the teeny-tiny, but very persistent, vampire fish. Even certain butterflies have a taste for blood! The incredible biodiversity of bloodsuckers is sure to amaze and impress. While we can't guarantee you'll want to make friends with these critters, you're sure to respect them after experiencing *Attack of the Bloodsuckers!*.

This exhibition will be on display through <date>.

Attack of the Bloodsuckers! is produced by EEC!—the Environmental Exhibit Collaborative (ECHO Lake Aquarium and Science Center, Burlington, Vermont; EcoTarium, Worcester, Massachusetts; and the Children's Museum of Maine, Portland, Maine)—and made possible by grants from Jane's Trust, Cabot Family Charitable Trust, and the U.S. Institute for Museum and Library Services. Touring in partnership with Sciencenter, Ithaca, NY.

<museum boilerplate>

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PHOTOGRAPHY & CAPTIONS



At *Attack of the Bloodsuckers!*, spend time with some live mosquitoes, all safely contained in three escape-proof tubes. You may know an adult mosquito, but have you ever watched mosquito larvae performing their little water ballet?



At *Attack of the Bloodsuckers!*, measure the invisible carbon dioxide gas in your breath. Mosquitoes follow this gas trail to locate a target.



At *Attack of the Bloodsuckers!*, imagine you are a mosquito itching for a bite. Use temperature to find a hot meal! Aim the heat detector to find out where your friend's arm is hidden.



At *Attack of the Bloodsuckers!*, observe live leeches closely. Can you tell which end bites? With suction cups on both ends and a flexible body, leeches crawl like inchworms, swim like whales, or simply hang out on the tank's sides.



At *Attack of the Bloodsuckers!*, take a close look at some familiar bloodsuckers that you normally try to avoid: a head louse, flea, bed bug, and tick magnified 20X! Also see a mosquito magnified 125X on its easy-to-view magnifier.



At *Attack of the Bloodsuckers!* Meet Ms. Phillipa Tick, a giant inflatable tick. Have a seat in her lap and become her next meal – as her body inflates, she'll "grow" on you! Fun photo op.

ADVERTISING CREDITS

CREDIT LINES:

Attack of the Bloodsuckers! was developed by the Environmental Exhibit Collaborative (EEC) and funded by Jane's Trust, the Cabot Family Charitable Trust, and the Institute of Museum and Library Services (IMLS) under Award No. MA-02-04-0793-04.

GUIDELINES:

The credit line is to be used in all printed and digital materials: press releases and other announcements, advertising, website, media advisories, opening event invitations, membership newsletters and calendars, rack cards, and brochures. It is also to be used in speeches, educational and public programming materials, as well as other materials promoting or referencing the Exhibition in more than name.

When space permits, as in a press release and on the website, please add: *Attack of the Bloodsuckers!* is produced by EEC!—the Environmental Exhibit Collaborative (ECHO Lake Aquarium and Science Center, Burlington, Vermont; EcoTarium, Worcester, Massachusetts; and the Children's Museum of Maine, Portland, Maine)—and made possible by grants from Jane's Trust, Cabot Family Charitable Trust, and the U.S. Institute for Museum and Library Services under Award No. MA-02-04-0793-04. Touring in partnership with Sciencenter, Ithaca, NY.

NAME OF THE EXHIBITION:

On first reference: *Attack of the Bloodsuckers!*

After first reference: the Exhibition

ADVERTISING CREDITS

SCIENCENTER LOGO

Primary logo



Stacked logo



EEC LOGO



IMLS LOGO

