



MARKETING KIT

 Sciencenter

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EXHIBITION SUMMARY

Dive into an underwater adventure!

Ocean Bound gives visitors a unique and breathtaking introduction to the majesty of the ocean. Pilot a giant submersible, experience coral reefs, and make rain cascade down mountains, through rivers, and finally to the ocean!

Learning Goals

- Watersheds affect the entire ecosystem
- Discover how to improve watershed health
- Many animals rely on healthy watersheds

BRANDING GUIDELINES

LOGO

Option 1 - Color Logo



Option 2 - Black & White Logo



COLOR PALETTE



C 87, M 36, Y 100, K 32
Hex # 196131



C 0, M 36, Y 99, K 0
Hex # fbad1a



C 100, M 80, Y 44, K 41
Hex # 082f4c



C 98, M 71, Y 16, K 3
Hex # 005692



C 31, M 58, Y 76, K 15
Hex # a06b48



C 100, M 0, Y 15, K 36
Hex # 007b98



C 0, M 100, Y 59, K 17
Hex # ca0e45



C 61, M 72, Y 0, K 27
Hex # 5e4884

TYPE

HEADER 1

Mont Heavy Demo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

HEADER 2

Nunito Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BODY COPY

Nunito Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

PRESS MATERIALS

EXHIBITION OVERVIEW

100 WORDS (100)

Explore the ocean's vast diversity and come to understand our connection to it. Learn about watersheds and make rain cascade down mountains, collect in rivers, and then flow to the ocean. Pilot a full-size submersible in an immersive experience where you encounter aquatic species and ecosystems along the way. See dolphins, sea turtles, fish, horseshoe crabs, and coral reefs. Guide water safely through a hazardous maze. Flip paddles and divert pollutants as they travel through stormwater drains. Discover how river otters made a comeback. Learn what you can do in your own watershed to implement change and protect our oceans.

75 WORDS (75)

Dive into an underwater adventure and discover how everyone's actions affect the oceans. *Ocean Bound* gives visitors a unique and breathtaking introduction to the majesty of the waterways. Pilot a giant submersible, experience many different aquatic species and ecosystems, guide water safely through a hazardous maze, and make rain cascade down mountains, through rivers, and finally to the ocean!

What can YOU do in your watershed to protect our oceans? Find out in *Ocean Bound*!

50 WORDS (53)

Embark on a journey through watersheds to see how everyone's actions affect our oceans. Interact with a watershed model, pilot a giant submersible from mountain stream to ocean, divert pollutants as they travel through storm water drains, learn how river otters made a comeback, and enjoy early childhood exhibits inside the *Riverside Clubhouse*.

25 WORDS (28)

Dive into an underwater adventure and discover how everyone's actions affect the oceans. *Ocean Bound* gives visitors a unique and breathtaking introduction to the majesty of the waterways.

EXHIBIT DESCRIPTIONS

CLUSTER 1: USING SCIENCE TO UNDERSTAND WATERSHEDS

- An **Entry Kiosk** has a large logo with accompanying graphics that introduce visitors to the exhibition and its educational goals. Two optional logo graphic panels can hang on your walls or at the entrance to your gallery. Panel hanger z-clip rails included.
- **What's a Watershed?:** Move a rain cloud over 3-D terrain to see how water cascades down mountains, into valleys, collects in rivers, and flows to the ocean. Can you determine how many watersheds are in the model?
- **Where Does Your Water Go?:** Do you know where your water flows in North America? Choose a button to see if you were correct, and then enjoy a beautiful 4' x 5' backlit image of the continent showing watershed boundaries, lakes, rivers, and drainage basins.
- **Flow or Settle:** Flip 5 clear tubes containing water with different materials (plastics, oil, sand, gravel, and trash). Some materials float and are easily transported downstream. Lift the panels to learn about how substances travel to the sea.
- **Watershed Explorer! Submersible with Captain's Station for an Underwater Adventure:** Pilot a life-size submersible from mountain stream to ocean, discovering aquatic life and habitats along the way. Take a seat at the *Captain's Station*, and spin the dial for an underwater adventure with stunning underwater footage: frame-by-frame, slow motion, or at super-fast speed! Where are you in the watershed? Check the animated map on the monitor.
- **Watershed Explorer! Biologist's Station with wildlife close-ups:** Want to learn more about the animals and their habitats? Take a seat at the *Biologist's Station* inside the submersible to interact with a touchscreen featuring spectacular video and fun facts about 65 aquatic life forms encountered on the journey from mountain stream to ocean.

CLUSTER 2: RECOGNIZING THREATS TO WATERSHEDS

- **Tied to the Sea:** Enjoy videos of marine life and learn the importance of a healthy ocean. Lift the panels to learn about how we depend on our ocean and its resources for medicine, jobs, oxygen, and much more.
- **Storm Drains:** Colored balls cascade down tracks and tubes in this interactive ball machine, mimicking how water and pollutants flow down stormwater drains and into waterways. Turn knobs to divert pollutants and let clean water travel to the ocean.

EXHIBIT DESCRIPTIONS

- **Guide Water to the Sea:** Guide a water drop through a maze on its journey from land to ocean. Beware of hazards: Mined Metals! Oil! Fertilizers! Animal Poop!
- **Balancing Act:** Place a weight representing recommended daily water usage for your geographic region on one end of a large interactive scale. On the other end, place weights representing your consumption, such as a five-minute shower or washing dishes by hand. Is your consumption in balance with nature? How can you reduce your water usage? On the back of the exhibit, compare how much water is on Earth, how much of it is freshwater, and how little of it we are able to use, all at the scale of a globe.

CLUSTER 3: FINDING SOLUTIONS TO WATERSHED PROBLEMS

- **Otter Project:** River otters had vanished from much of their habitat- but after waterways were cleaned up, otters made a comeback! Watch a video and see them eating and playing; and learn how biologists captured, examined, and reintroduced otters to their original habitat in this success story of watershed recovery!
- **Dead Zones:** Find out how ocean dead zones are created by fertilizer runoff that makes oxygen levels too low to sustain most aquatic life. Then discover how dead zones are reversible.
- **Garbage Patches:** Read and interact with flip panels to learn about the gigantic North Atlantic and North Pacific garbage patches created by trash that has washed downstream and into the ocean. Garbage in the ocean harms marine animals and birds--find out what you can do to help! Informational signage about plastic in the Ocean is on the back of the exhibit.
- **Chemical Diagnosis:** Find the single chemical pollutant in a million water molecules (beads) as you rotate the giant drop of water. Just one part per million can seriously impact water health!

CLUSTER 4: : IMPLEMENTING CHANGE

- **Riverside Clubhouse:** Duck into a *Riverside Clubhouse*! Explore the *Watershed Warriors* exhibit, then curl up and enjoy illustrated books about watersheds, aquatic animals, and conservation.

EXHIBIT DESCRIPTIONS

- **Watershed Warriors:** Use this kid-friendly touchscreen to discover which behaviors are bad for watersheds and ocean health, in both rural and city settings. How can YOU be a good Watershed Warrior?
- **Stop! Think!:** Connect human actions with environmental impacts by observing four large video monitors. Videos show bad habits that lead to polluted environments and good habits that sustain healthy environments. Includes benches.

PRESS RELEASE

<MUSEUM LOGO>

<Museum Name>

Media Contact:

Issued: <Date>

FOR IMMEDIATE RELEASE



DIVE INTO AN UNDERWATER ADVENTURE IN OCEAN BOUND

<CITY> The [MUSEUM] invites the community to the opening celebration of a new featured exhibition, *Ocean Bound*. The event on [DATE] signals the kick-off of a season-long exploration of the science of watersheds, aquatic animals and our ocean.

Embark on a journey through our watersheds to see how everyone's actions on land affect our oceans. Make it rain in a 3-D watershed model! Pilot a full-size submersible from a mountain stream all the way to the ocean, discovering stunning aquatic species and habitats along the way! Be a biologist and find out fun facts about these animals and their environments. Guide water safely through a hazardous maze—but watch out for oil, mined metals, and animal waste! Turn cranks to divert pollutants as they travel through stormwater drains in an 8-station interactive ball machine. Curl up with a book or play with early childhood exhibits inside the *Riverside Clubhouse*. *Ocean Bound* presents fun environmental science for the whole family.

The exhibition features four themed clusters:

- 1. Using Science to Understand Watersheds:** Explore how water flows through a 3-D terrain model and discover where your watershed is in North America.
- 2. Recognizing Threats to Watersheds:** Learn about the importance of a healthy ocean and how pollutants impact our waterways through hands-on activities.
- 3. Finding Solutions:** See how river otters were reintroduced to their habitat and discover actions you can take to protect marine life.
- 4. Implementing Change:** Visit the *Riverside Clubhouse* to engage with interactive screens and enjoy books about conservation.

- more -

Page 2 of 3 <Museum Name>/Ocean Bound

PRESS RELEASE

Come to the [MUSEUM] and experience the science of watersheds for yourself! *Ocean Bound* will be on display at [MUSEUM] through [DATE]. The exhibition was created by the Sciencenter of Ithaca, New York, with funding from NOAA, the National Oceanic and Atmospheric Association. Contact the [MUSEUM] for details, at [telephone number; website].

<museum boilerplate>

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PHOTOGRAPHY & CAPTIONS



At *Ocean Bound*, learn about watersheds. Move a rain cloud over 3-D terrain to see how water cascades down mountains, into valleys, collects in rivers, and flows to the ocean. Can you determine how many watersheds are in the model?



At *Ocean Bound*, Flip 5 clear tubes containing water with different materials (plastics, oil, sand, gravel, and trash). Some materials float and are easily transported downstream. Lift the panels to learn about how substances travel to sea.



Pilot a life-size submersible in *Ocean Bound*, exploring aquatic life from mountain stream to ocean. Spin the dial at the *Captain's Station* for stunning footage, or learn about 65 species at the *Biologist's Station* with fun facts on a touchscreen.



At *Ocean Bound*, guide a water drop through a maze on its journey from land to ocean. Beware of hazards: Mined Metals! Oil! Fertilizers! Animal Waste!

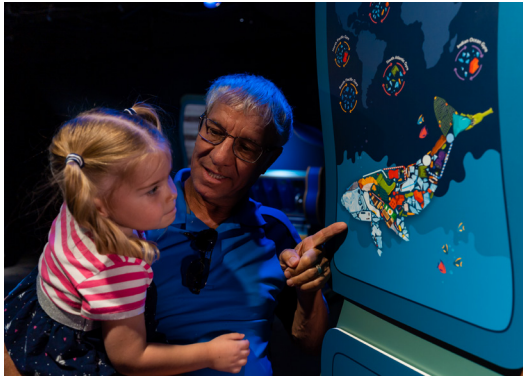


At *Ocean Bound*, watch colored balls flow through tracks, simulating how water and pollutants move through storm drains into waterways. Turn knobs to divert pollutants and send clean water to the ocean.



At *Ocean Bound*, find the single chemical pollutant in a million water molecules (beads) as you rotate the giant drop of water. Just one part per million can seriously impact water health!

PHOTOGRAPHY & CAPTIONS



At *Ocean Bound*, discover how trash forms the massive North Atlantic and North Pacific garbage patches, harming marine life. Learn how you can help reduce ocean pollution. Informational signage about plastic in the ocean is on the back of the exhibit.



At *Ocean Bound*, duck into a Riverside Clubhouse and explore the *Watershed Warriors* exhibit, then curl up and enjoy illustrated books about watersheds, aquatic animals, and conservation.

ADVERTISING CREDITS

CREDIT LINES:

Ocean Bound was developed by the Sciencenter, Ithaca, NY with funding from the National Oceanic and Atmospheric Administration (NOAA).

GUIDELINES:

The National Oceanic and Atmospheric (NOAA) funding must be acknowledged in publicity about the exhibition whenever possible and credit should be given to the Sciencenter as the exhibition's creator where appropriate.

SCIENCENTER LOGO

Primary logo



Stacked logo



NOAA LOGO

