

Turtle Travels

MARKETING KIT

 Sciencenter

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EXHIBITION SUMMARY

A turtle's-eye view of life in the “slow lane”!

Help turtles and tortoises survive and migrate safely! Play Turtle Migration on a giant game board and track a hidden turtle using telemetry. Visitors will learn how a turtle's body is adapted for their environment and so much more!

Learning Goals

- Turtles and tortoises live in various habitats threatened by human activity
- We can keep turtles and their eggs safe from predators by disposing of garbage properly
- Turtles and tortoises have physical adaptations to help them survive

BRANDING GUIDELINES

LOGO

Option 1 - Primary Logo

Turtle Travels

Option 2 - Stacked Logo

**Turtle
Travels**

COLOR PALETTE



C 90, M 41, Y 74, K 36
Hex # 005745



C 78, M 25, Y 100, K 10
Hex # 3f873f



C 56, M 3, Y 100, K 0
Hex # 80bc00



C 91, M 47, Y 50, K 91
Hex # 006068



C 100, M 85, Y 30, K 16
Hex # 003a70



C 96, M 42, Y 6, K 0
Hex # 007cba



C 0, M 42, Y 100, K 0
Hex # faa21b



C 18, M 53, Y 85, K 3
Hex # ca8342

TYPE

PUBLICITY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GILL SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PRESS MATERIALS

EXHIBITION OVERVIEW

100 WORDS (101)

Step onto the giant game board, grab a tortoise game piece, and give the spinner a whirl to begin your turtle journey. Before you reach the finish line, visit each interactive station to learn about how to protect turtles from the hazards they face. Find out what it's like for a turtle trying to cross a road or traverse changing habitats. Be a turtle tracker and see how real field biologists track animals in the wild. Trek along this turtle terrain and you'll find out that slow and steady not only wins the race, but takes turtles on some amazing journeys!

75 WORDS (75)

In a fun and engaging manner, *Turtle Travels* presents a serious environmental message: Turtles face threats from habitat fragmentation, "subsidized predators," and the international pet trade. At each interactive station, visitors learn what they can do to help protect turtles and their environment. Visitors also discover cool turtle and tortoise facts—how their bodies and shells have adapted to many different habitats, why they need shells, the hazards they encounter in the wild, and more.

50 WORDS (48)

Play a life-sized board game! Grab a tortoise game piece, and give the spinner a whirl to begin your turtle journey. Before you reach the finish line, visit each interactive station to protect turtles from the hazards they face. Learn some amazing facts about turtles along the way!

25 WORDS (26)

Help turtles and tortoises survive and migrate safely! Play *Turtle Migration* on a giant game board, track a hidden turtle using telemetry, and so much more.

EXHIBIT DESCRIPTIONS

ENTRY PORTAL

Strike a pose as a *Turtle Traveler* in a marsh in front of the beautiful welcome mural, complete with your own turtle shell. Now you're ready to try life in the slow lane!

TURTLE TALES AROUND THE WORLD

Five illustrated posters show how important turtles are in the creation stories and fables from around the world. Meet the clever turtle that outsmarts Anansi, the trickster spider in Africa, and discover the Native American calendar of the moon in the patterns of a turtle shell.

LIFE-SIZED BOARD GAME

Play a life-sized board game! Grab a tortoise game piece, and give the spinner a whirl to begin your turtle journey. Before you reach the finish line, visit each station to protect turtles from the hazards they face. Learn some amazing facts about turtles along the way!

STATION 1: START YOUR TURTLE JOURNEY

Pick out a toy turtle, then use the spinner and start moving along the game path.

STATION 2: HOUSE DEVELOPMENT

Follow the detour sign: Can you place the houses in this habitat so they won't interfere with the turtle's travels? Push the button to see all the places a turtle goes every year. Find a way for people and turtles to live in the same neighborhood. When you are done, use the nearby spinner to continue on the game path.

STATION 3: ROAD CROSSING GAME

Follow the detour sign: A turtle, deer, and other animals need your help to avoid the dangerous road. Use the hints to find the tunnel or bridge designed especially for each animal. When you are done, use the nearby spinner to continue on the game path.

STATION 4: BRIDGE

Move your tortoise game piece along the path under the bridge to reach the other side of the road safely.

EXHIBIT DESCRIPTIONS

STATION 5: PREDATORS (2 CABINETS)

Follow the detour sign: Help keep the turtles and their eggs safe from predators!

SUBSIDIZED PREDATORS SIDE A: HELP THE TURTLES: PUT AWAY THE GARBAGE (GARBAGE BALANCE GAME)

Raccoons eat turtle eggs! Garbage and pet food left in our yards attract raccoons. Put away the garbage and help restore the balance between turtles and raccoons in your neighborhood.

SUBSIDIZED PREDATORS SIDE B: “WHAT ARE SUBSIDIZED PREDATORS?” (CROW AND CHIPMUNK VITRINES)

Did you know these animals are a danger to turtles? Both like living near people and will eat turtle eggs and baby turtles.

RACCOON & GARBAGE DIORAMA

This diorama catches a pair of raccoon thieves. They came to raid the garbage, but might stay to eat nearby turtle eggs.

STATION 6: TRAVEL & PET TRADE STATION

Follow the detour sign to the Travel & Pet Trade Station: Wild turtles are often captured for food, the pet trade, or for use in “medicines” and decorations. Learn how to be a responsible pet owner. Find out how you can protect turtles when you travel.

When you are done, return to the path and continue on to the finish line.

READING AREA

Relax in the reading area seating, or gather on the carpet. Grab a book, and learn more about turtles! 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.

“TURTLE’S EYE VIEW” SEA TURTLE THEATER

Have a seat on the bench or on the carpet, and watch beautiful videos of sea turtles swimming in the ocean.

EXHIBIT DESCRIPTIONS

TURTLE SHELL STATION (TWO SIDES)

BUILD A TURTLE

Work with a partner to build the arch of a turtle's shell. A turtle's shell is shaped like a series of arches. That's why it's so strong!

SHAPED FOR SUCCESS

Feel these turtle and tortoise models and figure out how the shape of the shell is suited for a particular lifestyle and environment.

SWISS ARMY TURTLE

Flip out the feet of a Swiss Army Turtle to make an animal adapted to life in the desert, in a pond, or at sea. Or use your imagination and make your own crazy mixed-up turtle.

TRACK THE TURTLE!

Can you find the hidden turtle? It has a real battery-powered transmitter on it, and you'll hear beeps as you move the antenna close. Turn the dial to move the turtle to a new hiding place. This same radio telemetry equipment is used by scientists who study how turtles live and travel.

OPTIONAL WATER EFFECTS PROJECTOR

The optional water effects projector can be attached to your ceiling or other structure and projects a flowing water effect onto a wall or floor, to enhance the exhibition.

PRESS RELEASE

<MUSEUM LOGO>

<Museum Name>

Media Contact:

Issued: <Date>

FOR IMMEDIATE RELEASE



COME DISCOVER A TURTLE'S-EYE VIEW OF LIFE IN THE "SLOW LANE"!

Explore <Museum Name>'s new featured exhibition, *Turtle Travels*, and learn how the science of telemetry has shown us how turtles live in and travel through a surprising diversity of habitats and face many challenges on their journeys. The exhibition opens on <date>.

Start your journey at the exhibition entrance and pose as a *Turtle Traveler* before stepping onto the giant game board, grabbing a tortoise game piece, and giving the spinner a whirl to begin your turtle journey. Before you reach the finish line, visit each interactive station to learn about how to protect turtles from the hazards they face. Find out what it's like for a turtle trying to cross a road or traverse changing habitats. Be a turtle tracker and see how real field biologists track animals in the wild. See an underwater video showing how a sea turtle swims. Trek along this turtle terrain and you'll find out that slow and steady not only wins the race, but takes turtles on some amazing journeys!

In an upbeat, engaging manner, the board game presents a serious environmental message: Turtles face threats from habitat fragmentation, "subsidized predators," and the international pet trade. At each interactive station in the game, visitors learn what they can do to help protect turtles and their environment.

You'll also discover cool turtle and tortoise facts—how their bodies and shells have adapted to many different habitats, why they need shells, the hazards they encounter in the wild, how they are important to many different cultures, and more. *Turtle Travels* provides unusual perspectives on these amazing reptiles.

Turtle Travels was developed by the Environmental Exhibit Collaborative (EEC) and funded by Jane's Trust and the Institute of Museum and Library Services, and produced by Ecotarium (Worcester, MA) in partnership with the Sciencenter (Ithaca, NY).

Turtle Travels will be on display through <date>.

<museum boilerplate>

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PHOTOGRAPHY & CAPTIONS



At *Turtle Travels*, strike a pose as a *Turtle Traveler* in a marsh in front of the beautiful welcome mural, complete with your own turtle shell. Now you're ready to try life in the slow lane!



At *Turtle Travels*, play a life-sized board game! Grab a turtle game piece to begin your journey from pond to nest. Before you reach the finish line, visit each station to protect turtles from the hazards they face.



At *Turtle Travels*, learn how crows and chipmunks are a danger to turtles. Both like living near people and will eat turtle eggs and baby turtles.



At *Turtle Travels*, a turtle, deer, and other animals need your help to avoid the dangerous road. Use the hints to find the tunnel or bridge designed especially for each animal.



At *Turtle Travels*, take a seat on the bench or on the carpet at "Turtle's Eye View" *Sea Turtle Theater* and watch beautiful videos of sea turtles swimming in the ocean.



At *Turtle Travels*, feel these turtle and tortoise models and figure out how the shape of the shell is suited for a particular lifestyle and environment.

PHOTOGRAPHY & CAPTIONS



At *Turtle Travels*, place the houses in the habitat, so they won't interfere with the turtle's travels and discover a way for people and turtles to live in the same neighborhood.



At *Turtle Travels*, move your turtle game piece along the path under the bridge, to reach the other side of the road safely.



At *Turtle Travels*, learn how garbage and pet food left in our yards attract raccoons. Put away the garbage and help restore the balance between turtles and raccoons.



At *Turtle Travels*, relax in the reading area seating or gather on the carpet. Grab a book, and learn more about turtles!



At *Turtle Travels*, view a diorama that catches a pair of raccoon thieves. They came to raid the garbage, but might stay to eat nearby turtle eggs.



At *Turtle Travels*, flip out the feet of a Swiss Army Turtle to make an animal adapted to life in the desert, in a pond or at sea.

ADVERTISING CREDITS

CREDIT LINES:

Turtle Travels was developed by the Environmental Exhibit Collaborative (EEC) and funded by Jane's Trust and the Institute of Museum and Library Services under Award No. MA-02-04-0793-04., and produced by Ecotarium in partnership with the Sciencenter.

GUIDELINES:

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

When space permits, as in press releases and on the website, please add the location of the two source museums:

Turtle Travels was developed by the Environmental Exhibit Collaborative (EEC) and funded by Jane's Trust and the Institute of Museum and Library Services, and produced by Ecotarium (Worcester, MA) in partnership with the Sciencenter (Ithaca, NY).

NAME OF EXHIBITION:

On first reference, *Turtle Travels*

Also acceptable after first reference; the exhibition

As the title of exhibition, capitalize the first letters

ADVERTISING CREDITS

SCIENCENTER LOGO

Primary logo



Stacked logo



IMLS LOGO



EEC LOGO

