

Science Museum Turns to Fishy Social Media to Introduce New Attraction

Home-style Videos Chronicle the Job Search Struggles of Shark and Ray

Birmingham, AL — June XX, 2009 — McWane Science Center, a nonprofit, hands-on science discovery museum located in downtown Birmingham, Alabama, recently launched a multichannel, character-driven social media campaign to raise awareness and donations for the center's latest addition, the Shark and Ray Touch Tank, scheduled to open in July 2009.

"The concept was to create a series of short video dramas and Twitter tweets that follow two characters, the slow-witted but lovable Shark and his caustic but well-intentioned pal Ray, as they look for meaningful work in the Magic City. Soon after arriving in town, they fall prey to Vulcan, a local icon/landmark that sends them to perform a series of ill-fated jobs prior to discovering their true vocation as attractions at the Shark and Ray Touch Tank," says Tim Ritchie, President and CEO of McWane Science Center. "To encourage hands-on audience participation, we've provided a downloadable how-to tutorial that explains how children and their parents can easily produce their own Shark and Ray video stories and submit them for posting on the Shark and Ray Facebook Page and YouTube Channel."

The Shark and Ray Touch Tank will feature a large, open aquatic tank that allows visitors to touch sharks, rays, and other sea creatures. Trained staff will educate visitors about the variety of species featured in the tank and will demonstrate how to interact with them.

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Assisting the museum in this effort are Contenova, a business growth advisory and Provenance Digital Media, a marketing agency specializing in social media marketing.

McWane Science Center features four floors of interactive science exhibits and is located at 200 19th Street North, Birmingham, AL 35203.

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For more information:

Chandler Harris
McWane Science Center
Director of Public Relations
205.714.8219 (work)
205.914.9349 (cell)
charris@mcwane.org

Marc Beaumont
Contenova Growth Advisory
205.835.6306
marc@contenova.com

For more information on Shark and Ray's [Facebook Page](#):
<http://www.facebook.com/pages/Birmingham-AL/Shark-and-Ray/82566357930>

For more information on Shark and Ray's [YouTube Channel](#):
<http://www.youtube.com/user/thesharkandrayshow>

For more information on Shark and Ray's [Twitter Account](#):
<http://twitter.com/SharkAndRay>

