

Discovery Science Center Announces \$62 Million Capital Campaign for Bold Expansion at 2012 Gala – *Building for the Future*

The multi-phase expansion is set to break-ground in winter of 2012.

SANTA ANA, CA – September 30, 2012

[Discovery Science Center](#) (DSC) announced at its 2012 Gala – ***Building for the Future***, held on September 29th, the public launch of a bold capital campaign to raise money for a planned expansion of the Santa Ana campus. The effort is the largest in DSC history.

Over 350 business and community leaders were in attendance Saturday night to hear the exciting announcement that Orange County's only hands-on Science Center is set to expand its size and footprint. Currently, DSC is ranked the number one science center in the nation in attendance per square foot with over 525,000 visitors annually and number three in educational outreach programs.

"We are at maximum capacity," says Joe Adams, President of Discovery Science Center. "Our expansion will double the number of visitors to 1,000,000 and expand our field trips to reach 210,000 students annually."

Under the dynamic leadership of Capital Campaign Co-Chairs, Jim Peterson – President and CEO of Microsemi Corporation and David Horowitz – President of The Horowitz Group, as well as the capital campaign cabinet comprised of top level business and community leaders, the group has been working to raise funds for four new, state-of-the-art exhibit halls. "This is a transformational project for our community," says Co-Chair David Horowitz. "The expansion will enable DSC to become the #1 science center in the nation with a new approach to serving up education."

The \$18.5 million first phase includes a new 40,000 square-foot Discovery Pavilion, a California Natural Resources Pavilion and Education Wing, while also expanding the Grand Hall of Science (original science center) by 4,000 square feet. The new building will be designed with LEED Silver standards to maximize energy efficient technologies.

In addition to current interactive exhibits, the **Grand Hall of Science** will feature a new welcome center with enhanced guest services, a 2,000 square-foot retail store and a space dedicated to young scientists and explorers under the age of five. The three-story **Discovery Pavilion** will include a world-class Showcase Theater to host blockbuster and world premiere traveling exhibitions, such as [Indiana Jones™ and the Adventure of Archaeology](#), [DaVinci: The Genius](#), and [Mythbusters: the Explosive Exhibit](#), in addition to being the new permanent home for the annual *Bubblefest!*

Inside the **California Natural Resources Pavilion**, guests will learn about stewardship of land, water and air resources as they climb aboard a simulated helicopter to venture into Southern California's air space, or take a virtual "aquavator" hundreds of feet underground to view water aquifers in action. The planned **Education Wing** is an immersive, one-of-a-kind resource for educators and students, with a Teacher Resource Center and exhibits focused on the California science standards in the Making-the-Grade Gallery. And, science will come to life in the 3-D Hall of Inventors to teach scientific principles through creative story telling from past innovators.

"Discovery Science Center is inspiring the next generation of scientists, engineers and critical thinkers right here in our backyard," says Co-Chair Jim Peterson, President and CEO of Microsemi Corporation. "As an Orange County-based company, Microsemi is committed to our community's children and their place in tomorrow's technology-rich world."

The campaign has currently raised over \$10 million of the \$18.5 million needed and construction of phase one is scheduled to begin in the winter of 2012 with completion in fall of 2014. A \$7 million competitive grant was awarded to the Center from the State of California. Two transformational gifts of \$1 million dollars have been generously made from longstanding supporters and visionaries, Janet and Walkie Ray and Sheila and Jim Peterson, in addition to other significant leadership gifts from the Horowitz Family, Cindy Omiya, and Mary and Jack Norberg.

At the conclusion of the 2012 Gala, the prestigious Arnold O. Beckman corporate and individual awards – named in honor of the world-renowned scientist, inventor, educator, philanthropist and business and civic leader – were presented to Bolar Hirsch & Jennings LLP (corporate) and the David Horowitz family (individual) for their passionate support and advocacy on behalf of the Science Center.

For more information on the capital campaign, please visit: www.discoverycube.org/capitalcampaign or watch our video [here](#).



ABOUT DISCOVERY SCIENCE CENTER

Imaginations run wild with 120 hands-on exhibits at Discovery Science Center (DSC), Orange County's leading destination for hands-on science entertainment. Take the *Eco Challenge* and become a green superhero, feel the power of a real rocket engine launch and explore the inner workings of a two-story tall dinosaur! Plus, the Science Center's signature events don't just foster science education, but also provide entertainment for the whole family. From our annual *Bubblefest* and *Rocket Launch* to blockbuster traveling exhibits such as *Star Wars™: Where Science Meets Imagination*, there is always some new to experience. DSC is a non-profit organization dedicated to educating young minds, assisting teachers and increasing public understanding of science, math and technology through interactive exhibits and programs. It is a community-wide resource where families come together to learn and have fun and school districts can use as an educational resource. For further information, visit www.discoverycube.org or call (714) 542-2823.

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