



FOR IMMEDIATE RELEASE:

**THE LEONARDO ANNOUNCES THE RETURN OF SPOOKY SCIENCE
AND NEW ORIGINAL EXHIBIT: *PERCEPTION***

Salt Lake City, UT – September 9, 2015 The Leonardo is excited to announce the expansion of our annual Halloween experience *Spooky Science* and the opening of a new, original exhibit entitled *Perception: The Illusion of Reality*. Both exhibits open Friday, September 18, 2015. New this year, the terror-tinged themes of *Spooky Science* will find a home throughout the museum. Visitors will have the opportunity to find their inner mad scientist with fun, mind-bending activities for the whole family.

Additionally, The Leonardo will introduce its newest exhibit, *Perception: The Illusion of Reality*. The exhibit will keep guests on their toes as they confront illusions of sight, sound and touch. Visitors will also learn the basics of perception from neuroscience, cognitive science and modern linguistics to leave with a new found appreciation for that mysterious organ—the human brain.

In conjunction with the two exhibits, we're rolling out events relating to family fun, education and socializing. Upcoming events include the *Spooktacular Family Carnival* where guests will see the "magic" of science right before their eyes and participate in activities throughout the entire museum. Next, *Dining in the Dark* will challenge guests' sensory perception through a dining experience they can't see. Visitors will have to rely on taste, touch and smell as they are blindfolded for the evening. Finally, *The Science of Fear* will highlight moderator Jennifer Napier-Pearce from The Salt Lake Tribune and a panel of fear experts, who will go deep into the realm of human fear and how we react to what terrifies us.

Spooky Science and *Perception: The Illusion of Reality* will open Friday, September 18th, 2015. To learn more about upcoming events, please visit www.theleonardo.org/event.

ABOUT THE LEONARDO:

Located in the heart of Salt Lake City, The Leonardo is Utah's Center for Exploration. Here, visitors of all ages can exercise their curiosity, their creativity and experience one-of-a-kind, interactive exhibits and an ongoing calendar of public programs, workshops and classes.

For more information about The Leonardo, current exhibits and public programs, please visit: www.theleonardo.org

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