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## **The Museum of Science Fiction Names Science Channel as Exclusive Media Partner**

*Science Channel and The Museum of Science Fiction Joining Forces  
to Produce Events and Museum Programming*

**Washington, D.C. (February 25, 2014)** — The Museum of Science Fiction today announced a new partnership with the Science Channel that makes the network the exclusive media sponsor of the museum. Under the agreement, Science Channel will provide video content and promotional support for museum exhibits and will be granted a physical presence inside the museum. The museum and the network will also collaborate on joint events in the Washington, D.C. area and nationwide.

“We are delighted by the prospect of working with the Science Channel to help the Museum of Science Fiction fuel a cycle of imagination to reality, and to continue driving interest in our plan to create a new attraction for the Washington area,” said Greg Viggiano, executive director for the Museum of Science Fiction. “The Science Channel’s programming is a perfect reflection of key aspects of our mission: to create a center of gravity where art and science are powered by imagination. As we move forward with the Science Channel as our partner, we’ll be able to better explore the history of the genre while providing a narrative on its relationship with science, culture and society.”

“Sometimes science fiction is the next inspiration for science. Cell phones, tablets and much of the technology we take for granted are works of science fiction that have become science fact,” said Debbie Myers, the Science Channel’s executive vice president and general manager.

“We’re so excited to partner with the Museum of Science Fiction to explore and showcase the awe-inspiring imagination of the incredible, entertaining world of science fiction.”

In 2014, the Washington, D.C.-based Museum of Science Fiction and the Science Channel will collaborate on multiple events, including Awesome Con, which will be held this April 18-20 at

the Walter E. Washington Convention Center in the nation's capital. Additionally, the Museum of Science Fiction is actively developing ways to weave Science Channel content into interactive and engaging exhibits in the forthcoming preview museum space.

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### **About the Museum of Science Fiction**

The Museum of Science Fiction is a planned, standalone nonprofit museum in Washington, D.C. that celebrates and examines the genre's significance. The museum will show where science fiction continually inspires individuals, influences cultures and impacts societies. By presenting important and representative stories, the museum will highlight key creators and their imaginations, sharing how their stories have portrayed the human condition, taken us to new places, and expanded our comprehension and empathy. The museum will also serve as an educational opportunity to expand interest in the STEAM (science, technology, engineering, art and math) areas through use of tools such as mobile applications, handheld devices, and wifi-enabled display objects.

### **About Science Channel**

Science Channel, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is home for the thought provocateur, the individual who is unafraid to ask the killer questions of "how" and "why not." The network is a playground for those with audacious intellects and features programming willing to go beyond imagination to explore the unknown. Guided by curiosity, Science Channel looks for innovation in mysterious new worlds as well as in its own backyard. Science Channel and the Science Channel HD simulcast reach nearly 80 million U.S. households. The network also features high-traffic online and social media destinations, including [ScienceChannel.com](http://ScienceChannel.com), [facebook.com/Science Channel](https://facebook.com/ScienceChannel) and [twitter.com/Science Channel](https://twitter.com/ScienceChannel).

For a full press packet on the Museum of Science Fiction's vision and other information, visit [museumofsciencefiction.org/presspacket](http://museumofsciencefiction.org/presspacket).