



FOR IMMEDIATE RELEASE: May 22, 2015

MEDIA CONTACT: Cody Hefner (513) 287-7054, [chefner@cincymuseum.org](mailto:chefner@cincymuseum.org)

## ***Science of Sports* opens with historic first pitch**

*Interactive exhibit encourages you to run, jump and throw as you explore science*

CINCINNATI – *Science of Sports*, a new interactive exhibit that encourages kids and adults of all ages to get in the game, opened today with a ceremonial first pitch courtesy of Baseball Across the Region. *Science of Sports* challenges your body and mind as you explore how incredible feats of athleticism are really science at work. The exhibit will be open through September 7 at Cincinnati Museum Center.

The human body is a complex system of muscles, joints and neurons that help us perform and react in incredible ways. From the transfer of power that creates a perfect slap shot to the delicate balance of nutrients that fuel muscle activity, sports are really physics, chemistry and biology in action. Throwing a 104 mph fastball or running a blazing 100 meter dash may seem like superhuman acts that defy explanation, but *Science of Sports* proves otherwise.

Though it wasn't a 104 mph fastball, Melanie Chavez, co-chair of the Community Organizing Committee for the Major League Baseball All-Star Game, delivered the ceremonial first pitch of the exhibit as part of the Baseball Across the Region initiative. Elizabeth Pierce, president and CEO of Cincinnati Museum Center, was on the receiving end of the throw, which (Reds Mascot) called a strike.

Baseball Across the Region is an initiative counting down to the Major League Baseball All-Star Game by passing an All Star Summer baseball throughout Southwest Ohio and Northern Kentucky, similar to the Olympic Torch in advance of the Olympics. The Baseball Across the Region is touching hundreds of hands as it makes stops in unique neighborhoods, schools, non-profits, businesses and attractions. The ball will end its journey at the Cincinnati Reds Hall of Fame, becoming a part of Cincinnati Reds baseball history.

"Cincinnati is a city that values arts, history and science as much as it does its sports teams," says Pierce. "We're honored to bring all of those passions together here at Cincinnati Museum Center and to be a part of this historic moment as we pass this Baseball Across the Region."

*Science of Sports* also features photos from the Greater Cincinnati Sports Corporation's "25 Years, 25 Great Moments in Cincinnati Sports," part of its 25<sup>th</sup> anniversary celebration in 2014. A list of 50 significant sports moments were compiled and whittled down to 25. Fans voted on their top five moments, casting over 10,000 votes over a one-month period. The photos feature iconic moments ranging from high school to professional sports including baseball, football, basketball, tennis, golf and NASCAR. Originally featured online, *Science of Sports* marks their public debut in print form, allowing sports fans of every generation an opportunity to relive these incredible moments up close and personal.

"With the Major League Baseball All-Star Game in town this summer, this is a great time to showcase our city's rich sports history with these iconic photos," says Pierce. "As people walk through the entrance to *Science of Sports* surrounded by these great sports moments the adrenaline will start pumping and they'll be ready to get in the game."

*Science of Sports* lets everyone get into the game. Race your friends in a 10 meter sprint, see if your fastball is worthy of the majors, test your balance on a 10-cm balance beam or step in front of a green screen for a game of basketball, volleyball, soccer or hockey. Strap into a specialized sport wheelchair and check your time in a virtual 50 meter sprint, hit the child-sized supermarket to discover what foods fuel the body or step in front of the skeleton wall to look inside the human body at the skeleton and body

systems that make it move.

*Science of Sports* is included with admission to Cincinnati Museum Center or with Museum Center Membership. The exhibit will run through September 7. For more information visit [www.cincymuseum.org/exhibits/science-of-sports](http://www.cincymuseum.org/exhibits/science-of-sports).

*Science of Sports* was conceived by the Saint Louis Science Center and produced by the Ontario Science Centre.

###

#### **About Cincinnati Museum Center**

Cincinnati Museum Center (CMC) at Union Terminal is a nationally recognized institution and national historic landmark. Dedicated to sparking community dialogue, insight and inspiration, CMC was awarded the 2009 National Medal for Museum and Library Service from the Institute of Museum and Library Services and received accreditation from the American Alliance of Museums in 2012. CMC is one of only 16 museums in the nation with both of these honors, making it a unique asset and a vital community resource. Union Terminal has been voted the nation's 45th most important building by the American Institute of Architects. Organizations within CMC include the Cincinnati History Museum, Duke Energy Children's Museum, Museum of Natural History & Science, Robert D. Lindner Family OMNIMAX® Theater and Cincinnati History Library & Archives. Recognized by Forbes Traveler Magazine as the 17th most visited museum in the country, CMC welcomes more than one million visitors annually. For more information, visit [www.cincymuseum.org](http://www.cincymuseum.org).

#### **About Greater Cincinnati Sports Corporation**

The Greater Cincinnati Sports Corporation (GCSC) strives to enrich the community through the acquisition of amateur and professional sporting events, by maximizing economic impact and promoting the Greater Cincinnati & Northern Kentucky region as a premier sports destination. We have a 25-year history of event management that brings pride, visibility and positive economic impact to this region. From World Championships and National Championships to community-based programs designed to benefit our youth, we are making a difference in the quality of life for Greater Cincinnati. GCSC receives primary funding from Cincinnati USA Convention & Visitors Bureau with additional support from meetNKY. For more information on GCSC or a full calendar, visit [www.CincySports.org](http://www.CincySports.org).