

**\*\*\*MEDIA ADVISORY\*\*\***



**FOR IMMEDIATE RELEASE**  
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Las Vegas Natural History Museum

***Glow: Living Lights Exhibit Now at the Las Vegas Natural History Museum***  
***The Strip isn't the only thing glowing in Las Vegas***

**WHAT:** ***Glow: Living Lights*** is the new exhibit on display at the Las Vegas Natural History Museum, 900 N. Las Vegas Blvd. The interactive ***Glow: Living Lights*** exhibit is the first- ever museum exhibition to explore the phenomenon of bioluminescence – an organism's ability to produce its own light.

"Most people are aware of bioluminescent animals, however, the vast majority of people have no idea what makes them glow, which is addressed in this exhibit," said Marilyn Gillespie, director, Las Vegas Natural History Museum. "The exhibit also demonstrates how researchers study the phenomenon and how these same natural light-producing abilities are currently used to help find cancer cures, detect harmful bacteria and even determine the presence of deadly anthrax spores."

**WHEN:** Now through Spring 2009

**WHERE:** Las Vegas Natural History Museum  
900 N. Las Vegas Blvd., adjacent to Cashman Center  
702-384-3466

**ADMISSION/HOURS:**

Hours are 9 a.m. to 4 p.m. daily and admission is \$8 for adults; \$7 for students (age 12 and over), seniors (age 55 and over) and military; \$4 for children ages 3-11. Children age 2 and under are free.

The **Las Vegas Natural History Museum** is a private, non-profit institution dedicated to educating children and families in Southern Nevada in the natural sciences – both past and present. Through interactive exhibits, educational programs and the preservation of its collections, the Museum strives to instill an understanding and appreciation of the world's wildlife, ecosystems and cultures.

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## ***Glow: Living Lights – add 1***

### **ABOUT THE EXHIBIT:**

The curators of *Glow: Living Lights* are two of the world's leading experts in the field of bioluminescence, Dr. Edith Widder and Dr. James Case. Dr. Widder of the Ocean Research & Conservation Association (ORCA) is an author on the subject and has been featured in a number of television and film projects, including specials on the *Discovery Channel*, *National Geographic* and *PBS*. She was also one of the first women to pilot a deep sea submersible.

Dr. Case is a leading expert on fireflies and a research professor at the Marine Science Institute at the University of California, Santa Barbara. He has a distinguished career in the field and is widely regarded as the "grandfather" of bioluminescence research. He is also a published author and sought-after speaker on the subject. Joining Drs. Case and Widder as a curatorial consultant is Dr. Steven Haddock of the Monterey Bay Aquarium Research Institute.

Visitors begin by entering a darkened gallery filled with large organic-looking blocks. The blocks contain rare photographs and film footage of bioluminescent animals and organisms, research-related artifacts, both live and preserved specimens, and engaging hands-on activities that are sure to be of interest to all visitors. To further demonstrate the primary reasons why animals and organisms produce light, the exhibit then engages visitors through a number of inventive light-related interactive devices. Visitors will be drawn to glowing surfaces and engaging displays and demonstrations. Further, the exhibit design requires visitors to explore the space the same way a scientist embarks on an exploration when conducting research.

Visitors to *Glow: Living Lights* start their journey by investigating the chemical process that produces cool light. They then explore the world of light-producing terrestrial organisms like fireflies, glow worms, and fungi before traveling on to the mid-ocean, where an estimated 90% of the animals produce light. Here visitors encounter alien-looking creatures like viper fish, which dangle a light lure to attract their next meal, and cookie cutter sharks, which earned their name from the cookie-size chunks of flesh they take out of unsuspecting prey in the dark. Visitors continue on to demonstrations of the interesting techniques and equipment used by scientists to study bioluminescence, and then explore the many benefits of this research—from helping to speed the study of cancer-fighting drugs to the detection of anthrax spores in public places.

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