

**FOR IMMEDIATE RELEASE**

**January 13, 2011**



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## **Monster Finish for Dinosaurs Unearthed**

### *New Record Single-Day Attendance at Union Station*

**KANSAS CITY, Mo., January 13, 2011** – Union Station officials announce the final attendance number for *Dinosaurs Unearthed* is 149,436. The exhibition's busiest day saw just over 5,000 attendees.

The total attendance of approximately 150,000 people is double the Station's original estimate and expectation for *Dinosaurs Unearthed*. "The dinosaur exhibition provided the right mix of educational information and entertainment that allowed us to exceed expectations. The community embraced the exhibition, Science City and our other attractions and businesses," said George M. Guastello II, President and CEO, Union Station Kansas City, Inc. The attendance figure places *Dinosaurs Unearthed* as the third most popular traveling exhibition to visit Union Station since the 1999 re-opening of the facility.

The exhibition was open to the public May 1, 2010 and closed January 9, 2011. During its eight month stay, the exhibition saw visitors from around the Kansas City area and 42 states. Saturday, January 8, 2011, was the busiest day for *Dinosaurs Unearthed* during its run at Union Station with 5,024 tickets sold. "The dino exhibition was a total community effort to make happen with such success. From civic organizations to everyone in the Union Station family, all worked to bring a dino-sized experience to our guests and the attendance numbers are a great thank you to all involved," said Lori Glazer, Director of Sales and Customer Service.

The *Dinosaurs Unearthed* attendance also translated to increases in attendance to Union Station's attractions, including Science City and the 3-D Extreme Screen movie theater. Union Station Membership boasted major gains during the run of the dino exhibition. Membership saw a 75% increase in 2010. Build-a-Bear's Build-a-Dino location in Union Station was a great success, beating expectations. Revenues for the Science City Store, which operated the gift shop in the dino exhibition, set records during 2010.

Union Station wishes to acknowledge the participation of *Dinosaurs Unearthed* sponsors, without whom the exhibition would not have been possible: BKD CPAs & Advisors, Blue Cross Blue Shield of Kansas City, Entertainment Properties, Inc., General Electric, The Greensman, JE Dunn Construction, Lathrop & Gage LLP, Millbank, Stinson Morrison Hecker LLP., Time Warner Cable of Kansas City/Connect a Million Minds, The Westin at Crown Center, Wilkes Radio Group, and River City Studio.

#### **About Union Station Kansas City, Inc.**

Union Station Kansas City is a historical landmark and civic asset renovated and reopened to the public in 1999. The organization, driven by its mission of science and history education and entertainment, features a science center, the popular Model Railroad Experience open year round, new planetarium, one of the region's largest screen movie theaters, live theater, shops, restaurants and home to prominent area civic organizations and businesses. Visit [unionstation.org](http://unionstation.org) for details.

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