



For Immediate Release
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Science City and Astronomical Society Form Partnership

Goal is to increase programming and attendance

(Kansas City, Mo)—The Astronomical Society of Kansas City (ASKC) and Union Station Kansas City, Inc., operator of Science City, will sign a memorandum of understanding at 2 p.m., Friday, January 22 outside the Arvin Gottlieb Planetarium at Union Station. The memorandum officially creates a long-term partnership between the two non-profit organizations. The new partnership will focus on operations and programming at the planetarium.

Goals of the partnership are to create consistent and quality educational programming at the Arvin Gottlieb Planetarium at Science City, increase public and student attendance, cross-promote and participate in single or joint partnership projects focusing on astronomy and space education, as well as share institutional expertise and resources.

“We could not be happier about the new page for the Arvin Gottlieb Planetarium at Union Station,” said Joe Wright, president of the Astronomical Society of Kansas City. “The partnership will be instrumental in fulfilling our mission to educate youth and the public in science and especially astronomy. ASKC has a wealth of knowledge, expertise and dedicated members who share this goal.”

“This type of partnership is what our mission and goals are based upon, education in science, as well as forging partnerships with regional organizations that share

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similar goals,” said Jeff Rosenblatt, director of Science City. “We welcome this partnership as an opportunity to provide meaningful, engaging, quality programs about astronomy, space and science to students and the general public in the Kansas City area.”

The Arvin Gottlieb Planetarium received a generous grant of \$30,000 from the Arvin Gottlieb Charitable Foundation for the end of 2009 and is expected to receive additional funding for all of 2010. The planetarium is currently open Thursday through Sunday and is offering two laser shows—*Peter and the Wolf* and *Legends of the Night Sky: Orion*. Public shows can be added to Science City admission for just \$5 or purchased as a separate ticket for \$6 a person. Purchase tickets online at www.unionstation.org.

Working together, the two organizations hope to locally produce additional planetarium programs this year. The organizations are also exploring a new operational system for the planetarium which could provide up to four other planetarium shows. It is expected some of these new shows will be up and running by mid-March in time for the Station’s busy Spring Break and school group season.

About Union Station Kansas City

Union Station Kansas City is a historical landmark and civic asset renovated and reopened to the public in 1999. It features a science center, national traveling exhibits, the region’s only 3D giant screen movie theater, live theater, shops and restaurants. A bistate cultural sales tax, the first of its kind in the country, funded nearly half of the \$250 million renovation. Union Station is a nonprofit 501c3 organization. The Station is an affiliate of the Smithsonian Institution in Washington, D.C. Union Station Kansas City, Inc. also operates the Kansas City Museum in Kansas City’s historic northeast neighborhood. Next month, Science City will offer special Black History Month programming and presents a Dental Health Day event on February 13.

About the Astronomical Society of Kansas City

The Astronomical Society of Kansas City is one of the largest groups of amateur astronomers in the country. The organization is actively involved in public outreach to the Kansas City community. Powell Observatory, located in Louisburg, Kansas, is owned and operated by the group and is open to the public May through October. The observatory is also available to private groups at a nominal cost. More information regarding the society is available at the website www.askc.org.

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