



FOR IMMEDIATE RELEASE

PRESS CONTACTS:

Susan O'Neil, PR
River City Studio
816.872.3824
susano@rivercitystudio.com

Tony Cook, Marketing and Membership Assistant
Union Station Kansas City, Inc.
816.460.2214
tcook@unionstation.org

DINO-SIZED RECORD ATTENDANCE FOR OPENING DAY AT UNION STATION HOURS EXPANDED, STATION NOW OPEN TUESDAYS

Record Breaking Number of Visitors Flock to Union Station for new exhibition

KANSAS CITY, Mo., May 3, 2010 – Union Station Kansas City, a historical landmark and civic asset, today announced record attendance numbers for the opening weekend of the Station's summer exhibit, ***Dinosaurs Unearthed***. Topping all opening day numbers for recent exhibitions including: *Narnia: The Exhibition*, *Andy Warhol Portfolios: Life & Legends*, *Chocolate*, and *Bodies Revealed*; ***Dinosaurs Unearthed*** brought nearly 2,700 patrons into Union Station on opening weekend, May 1-2, 2010. On opening day, the Station welcomed more than 1,700 individuals into the exhibit; **triple the number of people** who attended opening day for the well-received *Narnia* exhibition in the summer of 2009.

"We are pleased with the initial guest response and happy that opening day went very smoothly with no waiting in lines for our guests," said Lori Glazer, director of sales and customer service.

The new exhibition features 24 animatronic dinosaurs, including five that guests may control themselves, five skeletons and numerous fossils. Guests can also engage their senses with a replica of a dino dig site, an area to dig for dinosaur bones and four interactive game consoles.

Also enjoying monstrous attendance numbers this weekend was the Station's newest tenant, **Build-a-Dino™** by Build-a-Bear Workshop®. Located near the entrance to the *Dinosaurs Unearthed* exhibition, Build-a-Dino™ offers guests the opportunity to take home a personalized "Friendosaur" as a souvenir.

Guests attending opening day were excited to learn their purchase of a ticket to *Dinosaurs Unearthed* also provided a FREE trip through the Station's new model railroad experience. Located at the north end of Sprint Festival Plaza, the recently remodeled **Model Rail Experience** is the one of the largest displays of operating model trains in the country.

Union Station has updated summer attraction hours and will now be open as follows: Tuesday through Saturday 10:00 a.m. – 5:00 p.m. and Sunday 12:00 p.m. – 5:00 p.m. Tickets for *Dinosaurs Unearthed* begin as low as \$7 for members. For more information please call 816.460.2020 or visit **www.dino.unionstation.org**.

Dinosaurs Unearthed is welcomed to Union Station Kansas City by several sponsors including Blue Cross Blue Shield of Kansas City, BKD, The Greensman, JE Dunn, Milbank, River City Studio, Stinson Morrison Hecker, and The Wilkes Group.

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 KC Rail Experience, the region's only 3D giant screen movie theater, live theater, shops and restaurants. Visit unionstation.org for details.