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FOR IMMEDIATE RELEASE—September 7, 2010

Humongous Attendance Extends Dinosaur Exhibit through the Holidays

100,000th Ticket Sold to *Dinosaurs Unearthed* over Labor Day Weekend

KANSAS CITY, Mo., September 7, 2010 – Union Station officials announce the extension of the special exhibition *Dinosaurs Unearthed*. After surpassing attendance goals over the summer, negotiations with the exhibit company were made to keep the dinosaurs in Kansas City through the holidays until January 9, 2011.

The dinosaurs' extended visit at Union Station will allow even more people to experience this cutting-edge dynamic exhibit. Thanks to the interest of parents and grandparents, as well as several generous donations designated to assist school groups, the latest knowledge and theory on dinosaurs is being passed on to new generations. The caliber of *Dinosaurs Unearthed* paired with the "Dinosaurs Alive!" 3-D movie, Build-A-Dino® by Build-A-Bear Workshop®, and other dinosaur-themed activities is a strong catalyst for drawing people into Union Station.

"We thank the community for their support and interest in Union Station. The opportunity to extend *Dinosaurs Unearthed* is a celebration of the record-pacing response we have experienced from local and regional families alike," said George M. Guastello II, President and CEO, Union Station Kansas City, Inc. "The halls are filled with the faces and buzz of people of all ages from all neighborhoods. The legacy of being a place that is open to the entire bi-state community lives on."

Dinosaurs Unearthed is welcomed to Union Station in part by Blue Cross Blue Shield of Kansas City, Entertainment Properties, Inc., Time Warner Cable of Kansas City/Connect a Million Minds, The Westin at Crown Center, and River City Studio. These sponsors and many others within the community are recognized throughout the exhibit. *Dinosaurs Unearthed* is open to the public Tuesday-Saturday from 9:30 a.m. to 5 p.m. and Sunday from Noon to 5 p.m. Admission prices start as low as \$7.00 for children and \$8.50 with a Union Station membership. More information can be found at dino.unionstation.org.

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Dinosaurs Unearthed Facts:

- 100,000+ tickets sold since May 1, 2010.
- With the opening of *Dinosaurs Unearthed*, Union Station also launched a restructured membership program which has resulted in approximately 3 times the number of memberships sold in 2009 over the same period.
- Both tickets to events and attractions, as well as memberships, can be purchased online at www.unionstation.org. The ticketing team at the counter on Level B and ticketing kiosks throughout the building are available to serve guests efficiently.
- Convenient parking is located on the north side of the building.
- 100,000th ticketholder—Union Station’s “Guestosaurus Rex” —won a valuable package of prizes and honors. The Ball Family, residents of northeastern Kansas City, Missouri, near Liberty, Missouri, visited *Dinosaurs Unearthed* at 11:15 a.m. on Sunday, September 5, 2010.

Caption:

George M. Guastello II, President and CEO, Union Station Kansas City, Inc. with The Ball Family, Carrie, Trenton, Wayne, and Conner. Carrie Ball said, “We come to nearly every Union Station exhibit.” As current members, the Ball Family received an extension of their membership as part of their prize package.



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 largest screen 3D movie theater, live theater, shops and restaurants. The building itself is also home to several large businesses and organizations. Visit unionstation.org for details.

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