

DETROIT

THE NEW Science CENTER

Explore The Possibilities

A NEWSLETTER FOR MEMBERS AND FRIENDS OF
THE NEW DETROIT SCIENCE CENTER

FALL
2003



MARSQUEST BRINGS THE RED PLANET TO DETROIT

NEW TRAVELING EXHIBIT OPENS JANUARY 24, 2004

As NASA's Mars Exploration Rovers prepare to land on the red planet, The New Detroit Science Center will be bringing Mars to Detroit in the traveling exhibition MarsQuest, opening Saturday, Jan. 24, 2004.

MarsQuest will provide Science Center visitors with a first-hand sense of space exploration. Visitors can tour Mars and explore breathtaking canyons and volcanoes. The exhibit is organized around several Mars sites, each representing a different geologic formation: Olympus Mons, the largest volcano in the solar system; Valles Marineris, a valley as long as the United States is wide; and Ares Valles, the pathfinder landing site. Each area makes comparisons between Mars and Earth, giving visitors a sense of Mars as a real place.

More than 20 innovative, interactive experiences invite visitors to play the part of explorers. They can experiment with collage puzzles to learn how scientists assemble larger planetary views from many small images. Visitors can send commands to maneuver a rover over Martian landscapes as well as feel Martian soil and experience Ned Kahn's large-scale volcanic eruption and six-foot diameter fog basin.



Pilot a Mars Exploration Rover over a Martian landscape!

These experiences and beautiful images help visitors visualize important geologic features on Mars and Earth.

Science Center visitors can enhance their out-of-this-world Mars experience with the Dassault Systèmes Planetarium show *MarsQuest*, narrated by Patrick Stewart. The show provides a series of "imagination trips" to destination sites on Mars. Visitors can continue their space exploration with the IMAX® Dome Theatre film *SolarMax*, which tells the story of humankind's struggle to understand the sun.

Field trip groups can enhance their visits to the Science Center with many new space-related classroom programs, including *Star Gazers*, *Secrets of the Solar System*, *Space Oddities*, *Let's Communicate* and a special program for

SEE [MARSQUEST](#)

MarsQuest Exhibit
Planetary Particulars
BRAIN Exhibit Update
Chairman's Letter
Mid-winter Break Science Camp and Scouts
Under the Domes
For Members Only
Recent Developments
Excellent Experiments:
Make a Volcano Erupt
Science Learning Series
Films & Events at a Glance
Quick Reference Guide
Science Center Trustees
Science Store

IN THIS ISSUE

MARSQUEST CONTINUED

the pre-k and kindergarten age groups called *Find the Man in the Moon*. For more information on field trips to The New Detroit Science Center, please call 313.577.8400, Option 5.

Admission to MarsQuest is \$2 for adults and \$1 for children ages 2-12 with the purchase of general admission to the Science Center. General admission is \$7 for adults and \$6 for children ages 2-12 and seniors. Admission to *SolarMax* in the IMAX® Dome Theatre or *MarsQuest* in the Dassault Systèmes Planetarium is \$4 per show, or \$6 for both shows when combined with admission to the MarsQuest exhibit as part of the Great Space Package. Science Center members receive free general admission and admission to the MarsQuest exhibit. Special group rates are available. Please call 313.577.8400, Option 5, for group information.

MarsQuest was developed by the Space Science Institute of Boulder, Colo., with major funding by the National Science Foundation and National Aeronautics and Space Administration (NASA).

For information about how your company or organization can support The New Detroit Science Center by becoming an exhibit sponsor or promotional partner, contact Kelly Fulford at 313.577.8400, ext. 430.

For more information, please go to www.detroitsciencecenter.org or visit the MarsQuest exhibit site www.marsquestonline.org

Science Center members will have the very first chance to experience MarsQuest at the MarsQuest Sneak Peek Preview on Friday, Jan. 23, 2004. Watch your mail and e-mail for more information on this exclusive event and a special Martian costume contest. ☒

PLANETARY PARTICULARS

Did you know these fascinating facts about our planetary neighbor?

- **Mars is about half the size of Earth.**
- **Mars' gravity is about 40 percent, or 2/5 of Earth's gravity.**
- **Mars is home to Olympus Mons, the largest volcano in the solar system. It is 15 miles high and 430 miles wide.**
- **Mars also is home to Valles Marineris, the largest canyon system in the solar system. It is 2,500 miles long, 310 miles wide and 4.3 miles deep.**
- **The first Mars Pathfinder landed on Mars on July 4, 1997. It consisted of a lander and a rover, and was named in honor of Sojourner Truth, the African-American abolitionist and champion of women's rights.**
- **The Martian atmosphere is extremely thin: only about 1/100 of Earth's atmosphere. It consists of approximately 95 percent carbon dioxide. Earth's atmosphere is less than 1/10 of 1 percent carbon dioxide.**
- **There is so much dust in Mars' atmosphere that the sky is usually yellowish-brown.**
- **Mars has essentially the same axial tilt as Earth, leading to seasons.**
- **While Earth's orbit is basically round, Mars' orbit takes it significantly closer to the sun during one part of the year. This makes summer in the southern hemisphere warmer than summer in the northern hemisphere. ☒**

Explore a Martian landscape.



BLAST OFF TO MARS OVER MID-WINTER BREAK

REGISTER TODAY FOR MISSION TO MARS SCIENCE CAMP!

Let The New Detroit Science Center take your kids on an out-of-this-world adventure over mid-winter break with our Mission to Mars Science Camp. This five-day camp will be offered **Feb. 16 – 20** and **Feb. 23 – 27, 2004** and is open to budding young astronomers currently in **grades 1 – 6**.

Campers will experience the interactive, traveling MarsQuest exhibit, IMAX® Dome Theatre films, Dassault Systèmes Planetarium shows, hands-on classroom programs and exhibit laboratories relating to physical, space, applied, life and earth sciences. Mission to Mars also includes a camp t-shirt and walking trips to other nearby cultural institutions, weather permitting. Lunch and snacks will be provided to campers every day.

Camp hours: Monday – Friday from 9:30 a.m. – 4:00 p.m.
Extended camp hours available from 8:00 a.m. – 5:30 p.m.

5-DAY CAMP FEE	EXTENDED CAMP A.M. OR P.M.	EXTENDED CAMP A.M. AND P.M.
Science Center Members	\$150 per week* +\$10	+\$20
Non-Members	\$165 per week* +\$10	+\$20

*Includes lunch for 5 days.

For more information, call **Camp Reservations at 313.577.8400, ext. 465**, or e-mail us at **camps&scouts@sciencedetroit.org**.

WINTER FUN FOR SCOUTS!

Mark your calendar to earn a badge with our winter scout workshops and overnight camp-ins. For more information, or to register, call 313.577.8400, ext. 465, or e-mail camps&scouts@sciencedetroit.org

WORKSHOPS

Brownie Try-Its

Science In Action May 15, 2004
Movers April 24, 2004
Eco Explorer April 3, 2004

Junior Girl Scouts

Making it Matter May 22, 2004
Science Discovery Jan. 17, 2004
Frosty Fun Feb. 15, 2004
Outdoors in the City May 2, 2004

Boy Scouts

Weather Dec. 13, 2003
Astronomy March 13, 2004

Wolf Scouts

Outdoor Adventure May 16, 2004

Webelos

Naturalist March 21, 2004

Workshop participants may choose from either of two options for their Science Center experience:

Workshop option 1 includes Science Center general admission, choice of workshop along with workshop materials and a badge for \$10 per person. This option is from 10:00 a.m. until 12:30 p.m.

Workshop option 2 includes Science Center general admission, choice of workshop, materials for workshop and badge, a Science Center patch, an IMAX® Dome Theatre film, a late night snack and a continental breakfast. The cost is \$30 per person.

To register:

1. Select camp week
2. Register by phone: 313.577.8400, ext. 465, or online: www.detroitsciencecenter.org
3. Credit cards accepted at time of registration. (MC, Visa or Am. Express)
4. Checks may be mailed and made payable to:

The New Detroit Science Center
Mission to Mars Science Camp
5020 John R Street
Detroit, MI 48202

Registration and payment must be received two weeks prior to camp date.*

Camp Notes:

- * Please notify us if your camper has any physical condition, limitation, allergy or special dietary need of which we should be aware
- * Registration not guaranteed until full payment is received
- * All sales final and non-refundable
- * Space availability is on a first come, first served basis. Register today!!!

OVERNIGHT CAMP-INS (AGES 6-12)

Star Search

Journey through the nighttime sky in our Dassault Systèmes Planetarium, discover how our KUKA robot is used in space and learn to use our Science Center telescope. Other evening activities include launching balloon rockets and finding out your weight on other planets.

Unsolved Mysteries

Solve the crime of the missing artifact using forensic science techniques, such as chromatography and handwriting analysis. In addition, troops will spin DNA, compare hair and fiber samples and learn about fingerprints during this overnight mystery.

Wizdard's Academy

Win the house cup at our Wizard's Academy and learn about herbology, nighttime creatures, potions and optical illusions. This evening escapade is fun science for all Harry Potter fans.

Girl Scouts and Brownies

Star Search Jan. 23 or Feb. 20, 2004
Unsolved Mysteries March 19, 2004
Wizard's Academy April 23 or May 7, 2004

Boy Scouts

Star Search Feb. 6, 2004
Unsolved Mysteries April 2, 2004
Wizard's Academy May 28, 2004

Camp-ins are from 7:00 p.m. – 9:00 a.m. and include Science Center general admission, hands-on experiments and activities, a Science Center patch, an IMAX® Dome Theatre film, a late night snack and a continental breakfast. The cost is \$30 per person.

UNDER THE DOMES

EXPLORE SPACE, SANTA, SEASONS AND MORE!

Double your dome experience! With our Holiday Package, members can see the IMAX® favorite *Santa vs. the Snowman* for \$2 and also see the heartwarming show *'Tis the Season* in the Dassault Systèmes Planetarium for only \$1 when the shows are purchased together.* This special offer is available Nov. 15, 2003 – Jan. 4, 2004. See below for complete film and show details.

*Premium members see both shows for free.

IMAX® IMAX® DOME THEATRE

Grey skies and chilly temperatures got you down? Well here comes the sun in a BIG way. *SolarMax* is coming to the IMAX® Dome Theatre Jan. 24, 2004. This solar adventure begins as the IMAX® camera explores the far reaches of the globe to investigate 'sun temples' such as Stonehenge and the Mayan ruins. Gorgeous jungle scenes and breathtaking time-lapse images explain the seasons, how the ancients used the sun to tell time and explore other solar mysteries. Next, audiences will explore what drives the sun's nuclear heart and the mysterious 1.8 million-degree corona.

The most incredible IMAX® film ever made, *Everest*, makes a special return engagement to the Science Center on Jan. 10, 2004. This incredible human drama of tragedy and triumph brings you to the top of the world with the IMAX® camera. Don't miss these special weekend-only showings through April 24, 2004.

And there's still time to see everyone's holiday favorite, *Santa vs. the Snowman*, showing through Jan. 4, 2004. Created by the Academy Award-nominated team that brought you *Jimmy Neutron*, *The Nutty Professor* and other Hollywood hits, this film tells the tale of a polar feud of hilarious proportions, and is sure to put you in the holiday spirit.

Also showing until Jan. 23, 2004 is *Coral Reef Adventure*, which investigates the beauty and plight of the world's coral reefs.

DASSAULT SYSTÈMES PLANETARIUM

Journey to the red planet with *MarsQuest* in the Dassault Systèmes Planetarium, opening Jan. 24, 2004. This amazing show, narrated by Patrick Stewart, explores the red planet and our attempt to understand this neighboring world. We'll look at Mars through the ages, investigate current discoveries and wonder about possible future manned missions. In January 2004, three Mars Exploration Rovers will land on Mars, and this show will have the latest discoveries and images from these missions.

Also don't miss the other great shows in the Dassault Systèmes Planetarium. Showing through Jan. 4, 2004 is *'Tis the Season*, a heartwarming look at our holiday traditions narrated by Noah Adams. *Blown Away: The Wild World of Weather* continues to explore the science of weather with Chuck Gaidica and the WDIV-TV Local First Big Picture Weather Team. And view the constellations, meteor showers and other wonders of the universe in our Sky Tonight series. *Autumn Nights 2003* runs through Dec. 14, 2003 and is replaced by *Winter Nights 2004* on Dec. 20, 2003.

Coming soon to the Dassault Systèmes Planetarium is *The Little Star That Could*, a show designed for children ages 5-8. Join Little Star in the search for his planets and learn about the differences among stars.

FOR MEMBERS ONLY

FREE ADMISSION TO SPECIAL EXHIBITS

Mark your calendar for our next exhibit MarsQuest, coming Jan. 24 – May 2, 2004. Science Center members will receive FREE admission into this planetary adventure during its Detroit visit.

Our smartest exhibit yet is only at the Science Center until Jan. 4, 2004. As a Science Center member, you also can experience BRAIN: The World Inside Your Head for FREE. Don't miss out on this fantastic, hands-on exhibit.

RENEW YOUR MEMBERSHIP AND SAVE \$5

The New Detroit Science Center is pleased to offer a renewal special. All renewals purchased from Dec. 1, 2003 – Jan. 6, 2004 will receive a \$5 discount. Check your membership card today to see if it's time to renew. And even if your membership is current, you can renew early – we simply extend your membership. This offer is only good at the Visitor Services Desk of the Science Center or by calling 313.577.8400, ext. 433.

The New Detroit Science Center membership is a great value! Your renewal constitutes a tax-deductible, charitable contribution to support the mission of the Science Center. Renewing today ensures that you will continue to enjoy all of the new benefits of membership.

PASSPORT PROGRAM BENEFITS

Are you traveling during the holidays? Chances are your Science Center membership card will give you access to a science center or natural history museum in another city, state or country! The Passport Program allows you, as a member of The New Detroit Science Center, to use your membership card to receive FREE or reduced admission to more than 260 science centers and museums around the world affiliated with ASTC (Association of Science and Technology Centers). Do you need a new listing of the Passport Program participants? Contact the Membership Office at 313.577.8400, ext. 433, or membership@sciencedetroit.org or visit the ASTC website at www.astc.org/about/membership/passlist.htm.

RECENT DEVELOPMENTS

WHITNEY FUND PROVIDES BRAINPOWER

Thanks to the generous support of the Whitney Fund, thousands of Detroit school children will have the opportunity to visit the Science Center this winter to see the traveling exhibit BRAIN: The World Inside Your Head.

Through this grant, The New Detroit Science Center is enhancing and expanding our brain-related programming and providing a limited number of FREE Brainpower field trips for Detroit Public School students in grades 6 - 10. Each Brainpower field trip includes admission to BRAIN: The World Inside Your Head; *The Brain Cabaret*; and *Brain Games* classroom program.

Detroit Public School teachers interested in learning more about Brainpower field trips should call our reservations department at 313.577.8400, Option 5.

COMING SOON - SCIENCE OF THE GREAT OUTDOORS!

The Community Foundation for Southeastern Michigan has named The New Detroit Science Center as a recipient of a Great Outdoors Leadership grant.

Thanks to this support, the Science Center is collaborating with several local partners to build Nature's Neighborhood, an urban wildlife habitat located in the newly revitalized Peck Park. This funding also will support new and enhanced environmental and life science programming designed to encourage children and their families to appreciate the natural world.

Look for *Science of the Great Outdoors* family programs beginning Spring 2004!

SPONSORS OF SCIENCE SUPPORT FIELD TRIPS!

Help inspire future generations of scientists, doctors or engineers and support MEAP achievement by becoming one of our *Sponsors of Science*.

Through our *Sponsors of Science* program, area clubs, organizations and local businesses can provide free field trips for children in your community or any school of your choice. A contribution of \$500 provides a quality field trip experience for a class of up to 50 students, or for \$250, a class of up to 25 students.

To find out more about *Sponsors of Science*, call 313.577.8400, ext. 431.

HELP INSPIRE A CHILD

You can help inspire a child today by making a gift to The New Detroit Science Center.

Here at The New Detroit Science Center, inspiration is our business. In fact, it is our mission to "inspire children and families to discover, explore and appreciate science, technology and engineering in a dynamic, fun, learning environment."

You may have always thought the Science Center was just a great place to spend an afternoon with your family, but did you know that by making science fun, we break down the fears and misconceptions about science that so often discourage children from pursuing careers in science-based fields?

Your contribution to the Science Center's Annual Fund could help us inspire the children of today to become the innovators and discoverers of tomorrow. It's easy to make a gift to the Science Center – just call Erika Davis at 313.577.8400, ext. 437.

Your gift can make a difference. Please make your contribution today!

TOUCH THE FUTURE TODAY!

The Community Foundation for Southeastern Michigan's *Touch the Future* initiative helps raise awareness about the benefits of planned giving for donors, their families and the non-profit organizations they care about.

As a Leadership grantee of this initiative, The New Detroit Science Center receives special matching awards and financial bonuses. Gifts that trigger these financial incentives include those that pay income to the donor (charitable remainder trusts, charitable gift annuities, and pooled income funds) and fully paid life insurance policies.

If you would like specific information about how a planned gift can benefit you, your loved ones and The New Detroit Science Center, please call Mason Ferry at 313.577.8400, ext. 443, or the Community Foundation for Southeastern Michigan at 313.961.6675.



MAKE A VOLCANO ERUPT

Build a model volcano just like Mars' Olympus Mons, the largest volcano in the solar system, and make it erupt! You can make "red lava" flow down the sides. Although the lava is not real, your model volcano will work like a real one.

WHAT YOU'LL NEED

Vinegar + Small plastic bottle + Sodium bicarbonate
Sand and gravel + Large dish or tray + Funnel + Red food coloring

WHAT TO DO

- Add red food coloring to the vinegar. This makes your "lava" red, just like the real red-hot lava in a volcano.



This experiment comes from the book *101 Great Science Experiments*, which can be purchased at our Science Store.

Neil Ardley, *101 Great Science Experiments*, 1993 DK Publishing, Inc.

Science Learning SERIES

Enhance your science knowledge with our Science Learning Series workshops and programs.

January 31: Mars Expedition • Ages 8 - 12 • 9:00 a.m. - 1:00 p.m.
Explore the red planet and the spacecraft landings taking place this month on Mars. This workshop includes Mars activities in our Space Sciences classroom, a tour of the MarsQuest exhibit and admission to the MarsQuest planetarium show.

February 21: Fun with Science Fair Projects • Ages 10 - 13

• 9:00 a.m. - 12:00 p.m.
Learn how to develop a science fair project and get expert secrets behind making a winning project.

March 6 and 20: LEGO Robot Engineering • Ages 8 - 12

• 12:00 p.m. - 3:00 p.m.
Discover how robots work and learn how to program a robot to do different tasks in this special two-day workshop. Make a robot to take home! (Special pricing: \$20 Science Center Members; \$30 Non-members)

Science Learning Series Admission
\$10 Detroit Science Center Members • \$15 Non-members
Admission to the Science Learning Series includes general admission to the Science Center. Advance registration required. To make a Science Learning Series reservation, please call 313.577.8400, Option 5. Programs, prices and schedules subject to change.

FILMS & EVENTS AT A GLANCE

Dec. 6	Noel Night
Dec. 6-7	Brain Discovery Day
Dec. 20	Winter Nights 2004 Opens
Dec. 22 – 25	Christmas Holiday. Science Center closed.
Dec. 26	Extended holiday hours – 9 a.m. – 5 p.m.
Dec. 29 – 31	Extended holiday hours – 9 a.m. – 5 p.m.
Jan. 2	Extended holiday hours – 9 a.m. – 5 p.m.
Jan. 3	Brain Discovery Day
Jan. 4	BRAIN: The World Inside Your Head Closes
Jan. 5-9	Closed For Winter Maintenance
Jan. 10	Everest Opens (Weekends Only)
Jan. 24	MarsQuest Exhibit and Planetarium Show Open
Jan. 24	SolarMax Opens
Feb. 16	Mission to Mars Science Camp Begins
Feb. 23	Mission to Mars Science Camp Begins

QUICK REFERENCE GUIDE CONTACT US

General 313.577.8400 info@sciencedetroit.org
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THE NEW DETROIT SCIENCE CENTER NEWSLETTER

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DISCOVER THE MYSTERIES OF THE MIND

Thousands of visitors are experiencing BRAIN: The World Inside Your Head at The New Detroit Science Center. Don't miss your opportunity to discover our smartest exhibit yet, on display now through Jan. 4, 2004.

BRAIN: The World Inside Your Head provides a hands-on and up-close look at the human body's most essential and fascinating organ by exploring its development, geography and function. Designed for both adults and children, the exhibit uses virtual reality, video games, optical illusions and hands-on displays to help show how the brain functions and how, like other parts of the body, it can sometimes malfunction. BRAIN: The World Inside Your Head also makes brain-based diseases and disorders, including mental illnesses like depression and schizophrenia, and neurological diseases like Alzheimer's and Parkinson's, easier to understand.

Along with the exhibit, visitors can experience mind-boggling fun with the DaimlerChrysler Science Stage show *The Brain Cabaret* where characters "Imagination" and "Reason" present sketch comedy. Sponsored by Kmart, this free show is a must-see part of your Science Center visit.

Brain Discovery Days also allow visitors to have an enhanced Brain experience. Topics include mental illness, Brain Safety, sponsored by AAA, and Train Your Brain, sponsored by Visteon. Hands-on demonstrations and make 'n take home projects for children are part of this special event series. Call 313.577.8400 or visit www.detroitsciencecenter.org for dates and more information about scheduled Brain Discovery Days.

The New Detroit Science Center would like to give special thanks to our local exhibit supporters: Borders, YMCA of Metropolitan Detroit, Eastland Center, WDIV-TV, *Detroit Free Press*, WNIC-FM and WDTW-FM. Their support is greatly appreciated in helping the Science Center reach out to the surrounding Metro-Detroit area communities. ☒

Here's a winner from the Einstein-look-alike contest at our Members-only preview of the BRAIN: The World Inside your Head exhibit.



CHAIRMAN'S LETTER

WHO WILL DESIGN THE TECHNICAL MARVELS OF THE 21ST CENTURY?

A MESSAGE FROM CHAIRMAN FRANCOIS J. CASTAING

The 20th century brought to our society an unprecedented array of technical marvels. These great engineering achievements include: electricity, the automobile, airplanes, water supply and distribution, electronics, radio and television, mechanized agriculture, computers, telephones, air conditioning and refrigeration, highways, space craft, the Internet, imaging, household appliances, health technologies, petroleum and nuclear technologies, laser and fiber optics, high-performance materials, and so much more.

The United States has a population of more than 280 million people, but a small portion, less than two million engineers, are responsible for all of these fantastic technical accomplishments. Engineers made a disproportionate contribution in comparison to their number and the credit they receive for the design and development of technologies that support our national global competitiveness and our standard of living.

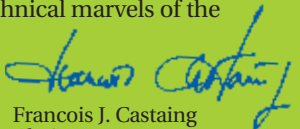
Our lives in the 21st century will become more and more dependent on new technologies, yet fewer and fewer young Americans consider dedicating their careers to engineering. In fact, the enrollment in engineering colleges has been declining for the last 20 years. Our K-12 educational system does not appear to make science and math sufficiently attractive to capture the interest of our young students. Thus, a new generation of engineers cannot be taken for granted at a time when Europe and Japan are graduating twice as many engineers per year and China three times more than the United States.

The New Detroit Science Center was designed not only to entertain families but more importantly to help young visitors learn about basic scientific principles. Through its many exhibits, permanent or traveling, and the other programs it offers, the Science Center makes science more attractive and interesting. Hands-on exhibits at the Science Center support and enhance classroom learning, making scientific theories more understandable and meaningful. The vast majority of the exhibits, and related classroom programs, at the Science Center have been designed to demonstrate the many scientific concepts of the Michigan Curriculum Framework, and support MEAP test achievement.

Students who visit The New Detroit Science Center will find that science is fun and interesting. In doing so, they are likely to perform better in the classroom, improve their grades and have the opportunity to pursue engineering degrees and careers. And perhaps develop the next great technical marvels of the 21st century. ☒



**Francois J. Castaing,
Chairman**


Francois J. Castaing
Chairman
The New Detroit Science Center



5020 John R Street
Detroit, MI 48202

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MARSQUEST

EXPLORING THE RED PLANET

**Our newest exhibit lands
Jan. 24, 2004
Plan your mission today!**

(See cover story for more details)

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Mars Mania



ROCKIT ROBOT

Explore robotics and compare to the Mars Exploration Rover!

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OUR AMAZING VOLCANOES EARTH SCIENCE KIT

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