



Media Advisory – Interview Opportunity – Press Conference

#BIGISHERE: A WHOLE NEW BREED OF DINOSAURS TAKES OVER MILWAUKEE

- WHAT:** Ultimate Dinosaurs, an exhibit featuring 20 newly discovered breeds of dinosaurs the public hasn't ever seen before, opens on Sunday, February 7th at the Milwaukee Public Museum. Milwaukee is only the fourth stop in the world for the exhibit, which won't be heading anywhere else in the Midwest after it ends its Milwaukee run in May.
- Giganotosaurus, the world's largest meat eater, who makes T. Rex look like a nice guy, will make his first appearance in Milwaukee at the exhibit. His teeth are the largest dinosaur teeth ever discovered. We enclosed a replica tooth. Take a look, and a feel, and see just how massive and vicious Giganotosaurus really was. #BigIsHere
- Based on new, groundbreaking research from scientists around the world, Ultimate Dinosaurs reveals a new breed of dinosaurs that evolved in isolation in South America, Africa and Madagascar – dinosaurs that are unfamiliar to most North Americans. Ultimate Dinosaurs tells the story of the break-up of supercontinent Pangaea into the continents that we know today and the ways that continental drift affected the evolution of dinosaurs during the Mesozoic Era, 250-65 million years ago.
- Together with Milwaukee Mayor Tom Barrett, the Milwaukee Public Museum invites you to a media preview day to see the exhibit before anyone else.
- DATE / TIME:** **Friday, February 5, 2016**
- 11 a.m. press conference and ribbon cutting with:
 - Milwaukee Mayor Tom Barrett
 - Milwaukee Public Museum officials
 - Jim Hyland, Roundy's, Ultimate Dinosaurs Hometown Exhibit Sponsor
 - Exhibit b-roll and interview opportunities to follow
- LOCATION:** **Milwaukee Public Museum**
800 West Wells Street
Milwaukee, WI 53233
**** a museum representative will meet members of the media at the check-in booth at the bottom of the stairs on the ground level. Media is invited to arrive beginning at 10:40 a.m.****
- PHOTO/VIDEO OPPORTUNITIES:** --skeletons, replicas and videos of a whole new breed of dinosaurs
-- Giganotosaurus, the largest land predator in world history
--press conference
--exhibit
- ONE-ON-ONE INTERVIEW OPPORTUNITIES:** --Milwaukee Mayor Tom Barrett

Mayor Barrett will talk about the exhibit's importance to Southeastern Wisconsin and how having an exhibit of this magnitude benefits our community.

--Ellen Censky, Milwaukee Public Museum

Ellen will discuss how she convinced the exhibit to come to Milwaukee and why Ultimate Dinosaurs is unlike any other dinosaur exhibit any of us have ever seen before.

--Patricia Coorough Burke, Milwaukee Public Museum

Patricia will talk about what it takes to preserve specimens like those in the exhibit and what it is like to be on a dinosaur dig of this nature that results in the discovery of an entirely new breed of dinosaurs.

--Jim Hyland, Roundy's Vice President of Communications and Public Affairs

Jim will discuss why Pick 'n Save chose to be the hometown sponsor of the exhibit and what it means for one of Southeastern Wisconsin's largest companies to support an exhibit of this size.

ADDITIONAL INFORMATION

Check out www.mpm.edu/ultimatedinosaurs for additional information about the exhibit.

ADDITIONAL MEDIA OPPORTUNITIES: We bring Ultimate Dinosaurs to you LIVE!

Ellen Censky and Patricia Coorough Burke are also available for on set, live, or taped interviews the weeks of February 6-12 and February 15-19. At that time, they can share bone and teeth comparisons between Ultimate Dinosaurs' Giganotosaurus and a T. Rex to highlight the sheer size of a Giganotosaurus, video from the dig that resulted in the discovery of the new dinosaur breeds, and additional information about the animals and why they are so unique and unlike any other dinosaur breeds discovered in the past.

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