



## FOR IMMEDIATE RELEASE

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### DETROIT SCIENCE CENTER ANNOUNCES 2010 *FORD FREE FUNDAYS*

**DETROIT, Feb. 2, 2010** -- The Detroit Science Center is pleased to announce the 2010 lineup for the *Ford FREE FunDays* program starting Feb. 14, 2010. *Ford FREE FunDays* offer complimentary general admission for visitors (up to 2 adults and 4 children per party) on select dates. Families can enjoy a variety of themed activities and demonstrations throughout *Ford FREE FunDays*.

*Ford FREE FunDays* are made possible by Ford Motor Company. The program began at the Science Center in July 2005 and has been enjoyed by nearly 67,000 visitors since its inception.

"*Ford FREE FunDays* is an extremely popular and much-anticipated program at the Detroit Science Center. Thanks to the generous, continued support of Ford Motor Company, we will help ensure that all families have the opportunity to discover, explore and get inspired about engineering, technology and science," said Detroit Science Center President & CEO Kevin Prihod.

Upcoming *FunDays* dates and themes are:

- Feb. 14**      **Engineer It!** – Explore different types of engineering through hands-on activities including Zoom Glue, Egg Drop, Straw Towers and Bridges.
- March 21**    **SciQuest** – Enjoy author presentations on the Science Stage, American Chemical Society demonstrations, Nutrition Kitchen Celebrity Chef demonstrations and the Dr. Seuss Birthday Bash in Kids Town (for tiny tots) as the culmination of our five-day SciQuest event (complimentary admission on March 21 only).
- June 20**      **Kids Town Fair** – Celebrate Father's Day at our Third Annual Kids Town Fair. There will be special activities for tiny tots and fun for the whole family.
- Nov. 6**        **Coats for Kids** – Come help Detroit area kids stay warm for the winter! Join The Salvation Army and FM 98 WJLB at the Science Center for this special day filled with performers, music and more.
- Dec. 4**        **Noel, Noel** – Explore the essence of snowflakes, ice and all the wonders of the season during the day and the sights and sounds of the holiday season after dark with the 38th annual Noel Night Celebration. Evening festivities include special performances and activities both inside the Science Center and throughout the City's Midtown Cultural Center.

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“Ford Motor Company is pleased to renew its partnership with the Detroit Science Center to support *Ford FREE FunDays*. This program continues to engage families, offering a special opportunity to view and experience the museum’s innovative exhibits and activities free of charge,” said Jim Vella, president, Ford Motor Company Fund and Community Services, the philanthropic arm of Ford Motor Company. “At Ford, we are committed to enriching our communities through programs like *Ford FREE FunDays* and are proud to continue this tradition here in Southeastern Michigan, our home for over 100 years.”

For more information on *Ford FREE FunDays* at the Detroit Science Center, please call 313.577.8400 or go to [www.detroitssciencecenter.org](http://www.detroitssciencecenter.org).

**About Ford Motor Company**

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 205,000 employees and about 90 plants worldwide, the company's automotive brands include Ford, Lincoln, Mercury and Volvo. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit [www.ford.com](http://www.ford.com).

The Detroit Science Center is a hands-on museum that inspires its visitors to pursue and support careers in engineering, technology and science. The Science Center features five theaters, including Michigan’s only Chrysler IMAX® *Dome* Theatre, the Dassault Systèmes Planetarium, the Toyota Engineering Theater, the DTE Energy Sparks Theater and the Chrysler Science Stage; a 9,000 square-foot Science Hall for traveling exhibits; hands-on exhibit galleries focusing on space, life and physical science; the United States Steel Fun Factory; an exhibit gallery just for pint-size scientists; and a Special Events Lobby. It is the official home of the Motorsports Hall of Fame of America. For more information, please call 313.577.8400 or visit the website, <http://www.detroitssciencecenter.org>.

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