



For Immediate Release

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New Gallery Focused on the Brain Now Open at Arizona Science Center *The W.O.N.D.E.R. Center highlights the brain in all-new, hands-on science gallery*

PHOENIX, AZ (February 9, 2011) – Arizona Science Center is proud to present our newest permanent gallery, *The W.O.N.D.E.R. Center*, which is now open! An exploration of the original super computer, the human brain, this visionary new gallery will examine the anatomy of the brain, neuroscience, development, and thought to further our mission to inspire, educate and entertain people of all ages about science.

The Walton Optimal Neurological Discovery Education and Research Center focuses on the complexities of the human brain, and helps visitors to better understand ways to keep your brain active and healthy. Guests will enter under the flashing brain marquee that asks did you ever wonder what happens to your brain when you smell cookies, eat ice cream, read a book or give someone a compliment? *The W.O.N.D.E.R. Center* explains these reactions and delves deeper into the brain as we develop, the human ability to be wired for thought, brain diseases like Alzheimer's and addiction, learning disabilities, and more.

Gallery highlights include:

- Learn how connections are made in the brain and how those connections change over time in *Wired for Thought*
- Compare different types of animal brains, including: monkey, snake, rat, and cat in the *Brain Museum*
- Neuro Surgery Theater brought to you by [Barrow Neurological Institute](#) where guests will be able to view live brain surgeries in progress and interact with doctors through two-way communication as well as see videos of previous surgeries
- Play with *Brain Boxes* developed by [New Directions Institute for Infant Brain Development](#) in Phoenix, designed to build young children's attention, bonding and communication
- Explore brain development by going inside the early childhood brain and teen brain
- Face your fears in an interactive exhibit designed to register pulse through series of fear and calming stimuli
- Touch a "real" human brain, similar in size, shape and weight of an average adult brain
- Use only your eyes to control a computer and play a game

"We are thrilled to announce that renovations on our newest permanent gallery, *The W.O.N.D.E.R. Center*, are complete! Despite research and new findings in neuroscience, we still do not know much about our own brain, even though it is responsible for controlling all that we do and who we become," states Chevy Humphrey, President & CEO of Arizona Science Center. "*The W.O.N.D.E.R. Center* aims to give our guests a better understanding of this vital organ."

This new permanent gallery will be free with paid general admission. For more information, please visit azscience.org or call 602-716-2000.

About Arizona Science Center

The mission of Arizona Science Center is to inspire, educate and entertain people of all ages about science. The Center, located at 600 E. Washington St. in downtown Phoenix, features more than 300 hands-on exhibits, live demonstrations, the state-of-the-art Dorrance Planetarium and a five-story IMAX® Theater. For more information please call 602-716-2000 or visit www.azscience.org.

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