



MEDIA RELEASE

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SAN DIEGO NATURAL HISTORY MUSEUM SEES “DOUBLE” ON MARCH 19, 2006 Free admission to twins. Free ice cream.

San Diego, CA: February 17, 2006—The San Diego Natural History Museum will offer **free admission to twins** of all ages and other multiple birth siblings to experience the exhibition *GENOME: The Secret of How Life Works* on Sunday, March 19, 2006. Visitors are also welcome to view all other exhibitions and the two giant-screen films featured at the Museum.

The Museum will serve **free twin scoops of Baskin Robbins ice cream** to Museum visitors from 12 noon to 2 PM (or while supplies last). The first 30 sets of twins and other multiple birth siblings will receive a Museum souvenir and their names will be entered to **win a free one-year family membership** to the San Diego Natural History Museum.

The Museum is also inviting twins to bring in a photo of themselves with a “twincident”—a humorous story about being twins—typed single-sided on an 8.5” x 11” sheet of paper. People in the photo must be identified; photos will not be returned. The Museum will display the photos and stories near the *GENOME* exhibition.

The exhibition *GENOME* reveals the mysteries of genes, delineates the last two centuries of discovery, and unravels the implications of gene therapy for the future of medical science and healthcare. It uses interactive displays, visually-rich environments (e.g., an eight-foot-tall, 25-foot-long display of DNA’s double helix structure) and family-friendly activities that are specifically designed to help the public understand the genome’s function and its role in daily life.

The exhibition answers common questions and corrects frequently held misconceptions that surround the human genome, tackling topics such as genetic predetermination, the nature of mutations and the very slight differences in genetic material that separate one human being from another.

GENOME was made possible by Pfizer Inc and was produced by Clear Channel Exhibitions in collaboration with the National Human Genome Research Institute, a division of the National Institutes of Health , and Whitehead Institute/MIT Center for Genome Research. Supported locally by Invitrogen Corporation, Gen-Probe, Nanogen Inc., Pfizer La Jolla Laboratories, the Society of Toxicology, TERRA Restaurant & Catering, and BIOCOCOM.

The San Diego Natural History Museum is “your nature connection” in beautiful Balboa Park. The Museum is open daily from 10 AM–5 PM, except for Thanksgiving and Christmas. Admission includes all exhibitions and films and is \$9 for nonmembers; \$6 for students, seniors, and military; \$5 for children 3–17; and always free for members. Phone: 619.232.3821. Website: www.sdnhm.org.

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