



FOR RELEASE:
September 18, 2007

Contact: Julie Moser (828) 254-6373, Ext. 310
juliem@thehealthadventure.org

<<SIDEBAR SUPPLEMENT>>

THE NEED TO BUILD MOMENTUM

- Momentum will be a national model for its unique, holistic approach to health and science education, and environmentally friendly building techniques.
- Experiential discovery at Momentum will be guided by a prevention model for wellness that empowers people to take better care of themselves and the world around them.
- Momentum will inspire guests of all ages to be inquisitive, engaged, and enriched during their visit and in their daily lives.
- Momentum will be an economic engine for the region, attracting hundreds of thousands of visitors annually and creating new jobs.
- This new interactive science attraction is projected to serve more than 276,000 visitors and generate an additional 22,333 room nights in Buncombe County.
- PGAV Destination Consulting has been hired to design both the facility and exhibits from the inside out. They are internationally known for developing attractions such as Discovery Cove, Busch Gardens, the National Aviary, as well as exhibits for the Georgia Aquarium.
- The Health Adventure is a financially stable, 40-year-old 501(c) (3) nonprofit organization whose mission is to serve as a health and science attraction for children and today's families, dedicated to improving health awareness, promoting wellness lifestyles and increasing science literacy through programs and exhibits.
- The Health Adventure celebrates its 40th birthday in 2008. Since moving to Pack Place in 1992, attendance and outreach has skyrocketed and the facility averages more than 110,000 guests per year. The current facility does not offer enough classroom or exhibit space to provide the more than 13 counties it serves with intensive educational experiences.
- Momentum will compliment the Asheville Destination Brand as a tourism generator, and will provide a unique destination where all ages will engage the world through activities that evoke an emotional connection to health, wellness, science and active lifestyles. Extended families will be able to learn, play and bond while learning to take care of their health and, ultimately, improve the world we live in.

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