



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

## **THE HEALTH ADVENTURE'S PATH TO A NEW ADVENTURE HAS BEEN LAUNCHED THANKS TO GENEROUS SUPPORT FROM LOCAL AND NATIONAL DONORS**

ASHEVILLE – The Health Adventure has always been known for its innovation, and its popularity is evident: since beginning almost 40 years ago in a broom closet at Mission Hospital, the organization has relocated to larger facilities five times.

Now it will finally have a home of its own.

The Health Adventure, Asheville's Family Health and Science Attraction, unveiled its plans today for a new indoor and outdoor health and science park located just one mile from downtown. This announcement kicked off the public portion of the \$25 million capital campaign, of which \$10.5 million has already been secured through private, foundation, and government funding.

Once complete, The Health Adventure will move to its new permanent home and become an attraction known as Momentum: Science and Health Adventure Park. The Health Adventure thanks the following donors for their generous support of Momentum:

### ***The Janirve Foundation***

- A \$2 million gift from the Janirve Foundation will name the Reuter Entry Pavilion of Momentum's 34,000-square-foot facility, which will offer healthy food service, a large changing exhibits gallery, and quality health and science exhibits that spark imagination and positive transformation. The Janirve Foundation is a private grant-making foundation established by the late Irving J. Reuter, an executive in the automobile industry. The Foundation became active on a full-time basis upon the death of his widow, Jeannett Reuter, in 1984. Janirve has a strong commitment to the children and families of Western North Carolina.

### ***The Buncombe County Tourism Development Authority and the Tourism Product Development Fund***

- A combination of \$500,000 in planning funds and a \$1 million challenge gift was generously awarded to The Health Adventure's new project based on its promise and appeal as a tourist destination. This award was granted to name Momentum's pedal-powered monorail – the first interactive exhibit of its kind in North America. The TDA and TPDF work to further the development of travel, tourism, and conventions through state, national, and international promotions as well as investing in projects that have promise as regional attractions.

### ***Pam and Jim Turner***

- Guests will enjoy endless opportunities for climbing, sliding, and exploration thanks to a \$1 million gift from Jim and Pam Turner. Containing a classroom, the tree house will teach valuable lessons about the importance of trees to a healthy environment.

### ***Clear Channel Asheville***

- Just past the Reuter Entry Pavilion, guests will be greeted W-MO Radio, an interactive live broadcast studio where they can be a DJ and learn about the science of communication, thanks to a \$500,000 sponsorship by Clear Channel Asheville. The studio will also include a performance theater.

### ***The Glass Foundation***

- Adventurers will learn problem-solving skills that allow them to create their own inventions in Contraptions, a large exhibit hall of gadgets for all ages, thanks to a \$500,000 gift from the Glass Foundation. A grant from the National Science Foundation was also awarded in 2004 to build a new exhibit with Catawba Science Center in Hickory called Spin: The Science of Rotation. That exhibit, which is currently at The Health Adventure, will become one area in the new Contraptions gallery.

### ***Carl Ricker***

- Momentum's new home nestled amid 10 acres would not have been possible without his in-kind gift of land at a reduced cost, valued at \$300,000.

### ***The Kiwanis Carolinas District***

- Blending beautifully with the natural landscape, a \$250,000 gift from the Kiwanis Carolinas District will make an amphitheater possible for innovative outdoor performances, public programs and classes.

Anonymous gifts have also been made in the following amounts: \$1 million; \$750,000; and \$250,000. More than \$2 million has been secured through private, foundation and government funding.

## **GIFT RECOGNITION OPPORTUNITIES**

The following gift recognition opportunities are still available, but are expected to be secured fast. If you or your organization is interested in a gift recognition opportunity, please contact Paige Johnson, President & CEO at (828) 254-6373, Ext. 311.

- Pedal-Powered Monorail: The only one of its kind in North America, guests will pedal the monorail car through an exciting journey through the treetops. What better way to explore the new site while discovering that exercise is fun?!
- Adventure Café: With an outdoor deck and fun scientific collections, Adventure Cafe will provide healthy food options and an engaging dining experience.
- Adventure Playspace: Smaller adventurers will have an area designed just for them, similar to the popular "Creative Play Space" in the current facility. Children five and under will find endless opportunities to role-play, imagine, and discover new skills.
- Expanded wellness and science programs and greater teaching space including indoor and outdoor classrooms and learning labs

The Health Adventure will celebrate its 40th birthday in 2008 with special events throughout the year. A special family friendly New Year's Eve Birthday Party will be held on December 31 from 4 p.m. to 7 p.m., and at that time The Health Adventure will announce plans for a groundbreaking ceremony, celebrate fundraising progress, and project the season and year of Momentum's Grand Opening.

The Health Adventure, founded in 1968, is a nonprofit family health and science attraction for today's families with a mission to improve health awareness, promote wellness lifestyles, and increase science literacy through programs and exhibits. For more information, call (828) 254-6373 or visit [www.thehealthadventure.org](http://www.thehealthadventure.org).

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