



Media Release

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The Race is On... American Museum of Natural History Exhibit Touches Down in Belfast!

This year's must-see summer exhibition, 'Race to the End of the Earth', which will be on display at Titanic Belfast, from 25th June to 28th August has touched down in Belfast for its premier in the UK and Ireland.

This is the first-time an exhibition from the American Museum of Natural History, which has been described by the New York Times as "engrossing", has visited the UK and Ireland.

The world-class exhibition, which will be in Titanic Belfast's Andrews Gallery, is a must-see for kids, parents and explorer enthusiasts alike to learn about the most stirring account of Antarctic exploration of all time – Scott versus Amundsen.

Through a series of interactive, multimedia experiences, hands on activities and life-size recreations, the world-class exhibit explores the 'Race to the End of the Earth' by two teams with one goal. Northern Ireland visitors for the first time will be brought back in time to follow in the footsteps of Norwegian Amundsen and Britain's Scott as they embark on a 1,800-mile journey to be the first to reach the South Pole, showing what life was like for the explorers on the ice 100 years ago as they faced not only the ultimate limits of human endurance but some of the harshest weather conditions in the world, as well of the risk of starvation and frostbite.

Chief Executive of Titanic Belfast, Tim Husbands MBE, said "The Race is certainly on – we are delighted to be working with the American Museum of Natural History to bring this exhibition to UK and Ireland for the first-time! Scott and Amundsen were at the forefront of the heroic Age of Antarctic Exploration, many people including Shackleton (who was from County Kerry) and local explorer Crozier from Banbridge where inspired and followed in their footsteps! Now Northern Ireland audiences can follow in their footsteps and experience one of the greatest challenges of exploration at our must-see 'Race to the End of the Earth' exhibition. Antarctica is no longer the last place on earth – it's right on our doorstep this summer."

Race to the End of the Earth is organized by the American Museum of Natural History, New York (www.amnh.org), in collaboration with Musée des Confluences, Lyon, France, and Royal BC Museum, Victoria, British Columbia, Canada.

Titanic Belfast's continues to raise its profile on the national and international stage as a world-class attraction and has now welcomed over 2.8 million visitors. It was also recently included in Lonely Planet's Ultimate Travelist of 500 of the world's most striking locations, featuring everything from imposing temples to hidden gems, after only three years in operation and was named the ninth best rated museum in the UK Travellers' Choice™ awards, announced by TripAdvisor. For more information, visit www.titanicbelfast.com.

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Notes to Editors

About Titanic Belfast

Titanic Belfast is an iconic six-floor building featuring nine interpretive and interactive galleries that explore the sights, sounds, smells and stories of Titanic, as well as the City and people which made her. It is the World's Largest Titanic exhibition.

The building houses temporary exhibits, a banqueting suite, education and community facilities, catering and retail space, and a basement car park. Visitors learn about the construction of RMS Titanic and the wide and rich story of Northern Ireland's industrial and maritime heritage.

Supported by the Northern Ireland Executive, Titanic Belfast is a unique public/private partnership funded by the Northern Ireland Tourist Board, Belfast City Council, Belfast Harbour and Titanic Quarter Ltd. It is operated by Titanic Belfast Ltd and owned by the Titanic Foundation Ltd.

Useful links:

- Titanic Belfast: www.titanicbelfast.com
- Belfast City Council: <http://www.belfastcity.gov.uk/events/Event-36148.aspx>
- Visit Belfast: <http://visit-belfast.com/>
- Titanic Quarter: <http://www.titanic-quarter.com/news-events>
- Tourism Northern Ireland: <http://www.tourismni.com/>
- Titanic Foundation Limited: <http://www.titanic-foundation.org/>

RACE TO THE END OF THE EARTH

Race to the End of the Earth is organized by the American Museum of Natural History, New York

(www.amnh.org), in collaboration with Musée des Confluences, Lyon, France, and Royal BC Museum, Victoria, British Columbia, Canada.

The exhibition is curated by Ross MacPhee, curator in the Department of Mammalogy, Division of Vertebrate Zoology. The exhibition is designed and produced by the American Museum of Natural History's Department of Exhibition, under the direction of David Harvey, senior vice-president for exhibition.

Special thanks go to the Scott Polar Research Institute, Cambridge, England, and The Fram Museum, Oslo, Norway, for their invaluable assistance during the creation of this exhibition.

AMERICAN MUSEUM OF NATURAL HISTORY (AMNH.ORG)

The American Museum of Natural History, founded in 1869, is one of the world's preeminent scientific, educational, and cultural institutions. The Museum encompasses 45 permanent exhibition halls, including the Rose Center for Earth and Space and the Hayden Planetarium, as well as galleries for temporary exhibitions. It is home to the Theodore Roosevelt Memorial, New York State's official memorial to its 33rd governor and the nation's 26th president, and a tribute to Roosevelt's enduring legacy of conservation. The Museum's five active research divisions and three cross-disciplinary centers support approximately 200 scientists, whose work draws on a world-class permanent collection of more than 33 million specimens and artifacts, as well as specialized collections for frozen tissue and genomic and astrophysical data, and one of the largest natural history libraries in the world. Through its Richard Gilder Graduate School, it is the only American museum authorized to grant the Ph.D. degree and, beginning in 2015, the Master of Arts in Teaching degree, which began as a pilot in 2012 and is the only non-university affiliated such program in the United States. Annual attendance has grown to approximately 5 million, and the Museum's exhibitions and Space Shows can be seen in venues on five continents. The Museum's website and collection of apps for mobile devices extend its collections, exhibitions, and educational programs to millions more beyond its walls. Visit amnh.org for more information.

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