
FOR IMMEDIATE RELEASE

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**Former NASA Astronaut featured in
New Shenandoah Valley Discovery Museum Website**

www.discoverymuseum.net

Winchester, VA (February 8, 2007)—Flash animation, giggles, interactivity, rich content and a personal endorsement by former Astronaut Kathryn Thornton are all featured in the new Shenandoah Valley Discovery Museum website at www.discoverymuseum.net.

“The site went live in early January and we’ve been getting lots of positive comments,” said Niki Wilson, Director of Marketing for the Shenandoah Valley Discovery Museum (Discovery Museum).

“Our new website accomplishes a number of things,” Wilson explained. “It encourages children to explore the areas of science, math and the humanities in a fun way. It serves as a resource for parents, grandparents and teachers. And, the site provides an opportunity for corporations, businesses and private patrons to become involved with the Discovery Museum and contribute to its future.”

Kathryn Thornton, formerly with NASA and four outer space missions to her credit, appears in the website and provides a personal endorsement of the Shenandoah Valley Discovery Museum’s mission and membership. Thornton first visited the Discovery Museum in 2003.

“Dr. Thornton was very gracious when we asked her to be part of the new website,” said Jan E. Lower, vice president, client services, for Power/Warner Communications Group, Inc., the marketing-communications firm that designed and developed the new website. “Dr. Thornton expressed interest in helping to educate children and was intrigued that she could reach them in this way through the Discovery Museum.”

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Museum Website
Add one**

The Discovery Museum is embarking on a new state-of-the-art facility slated for start of construction this year at Jim Barnett Park in Winchester. Visitors of the new website can review updates on the Discovery Museum's \$9.8 million "Discovery in the Park" Capital Campaign. They are currently offering a number of naming opportunities as a way to dedicate honorable and everlasting recognition to those who give generously to the Capital Campaign. Through flash animation in the new website, visitors are shown various exhibits and locations in the "virtual" facility as a way to determine naming opportunities.

The public is invited to visit the new website at www.discoverymuseum.net. The Shenandoah Valley Discovery Museum is currently located in downtown Winchester and can be reached by phone at 540-722-2020.

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Editor:

Three JPEG files were sent along with this news release that depict pages of the website. Below are the image descriptions for each:

Home Page

Home page for the Shenandoah Valley Discovery Museum's website features animated bubbles that giggle, fluttering butterflies and wavy grasses.

Tour the Floor Page

As website visitors Tour the Floor of the Shenandoah Valley Discovery Museum, information pop-ups describe exhibits.

Support Us Page

Former Astronaut Kathryn Thornton tops the Support Us page in the Shenandoah Valley Discovery Museum's website, supporting the museum's mission.