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For Immediate Release
World Forestry Center
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World Forestry Center Opens Its Doors to a Brand-New Discovery Museum

(Portland, Oregon) After an extensive \$7.5 million exhibit and building renovation, the World Forestry Center is pleased to announce it will open its doors to a brand-new Discovery Museum on June 30, 2005. This first complete exhibit renovation in over 30 years reaffirms the importance of forests and forestry to our history, culture, economy and daily lives. It will present, in a compelling and entertaining way, the latest thinking in forest science and sustainability.

"We're out to change the way you look at trees!" says Gary Hartshorn, World Forestry Center President and CEO. "Our world-class exhibits are designed to illustrate that forests are amazing places as well as vitally important to our daily lives. Exhibits will entertain and educate families, school groups, and out of town visitors who will leave with a new appreciation of the role forests and trees have in a sustainable future."

New, hands-on, interactive exhibits will engage visitors to learn about all aspects of the amazing forests of our world. Visitors will have the chance to: explore life beneath the forest floor; stroll across the new 20 foot high canopy walk taking them through the tree tops; go for a white water raft ride without getting wet; and smoke jump into a wildfire without getting singed. Exhibits like *Be a Wildlife Detective*, *Forces of Nature*, *Working in the Forest*, *Plant it Right Here*, and *Amazing Wood* will guide visitors to learn about the diversity, management challenges and undeniable benefits of forests and trees.

The second floor of the museum offers video journeys to destinations that highlight the different forest types around the world. Guests can see: boreal forests via the Trans Siberian Railroad; temperate forests on a Chinese boat trip; subtropical forests in a Jeep Safari ride; and a tropical forest inside a canopy crane.

The Center will celebrate the grand reopening with a variety of events scheduled for the whole weekend. (Schedule attached).

The Center traces its roots to the 1905 Lewis and Clark Centennial Exposition where the "World's Largest Log Cabin" was the most popular attraction. After the fair closed, the building was donated to the city and remained a tourist attraction until 1964 when it burned to the ground. Shortly thereafter, civic leaders gathered and the modern World Forestry Center was born. This is the first interior renovation of the museum since it opened in 1971.

The World Forestry Center is a non profit educational institution dedicated to educating and informing people about the world's forests and trees, and their relationship to all life, in order to promote a balanced and sustainable future. The Center owns and operates the Discovery Museum in Portland's Washington Park, Magness Memorial Tree farm - a demonstration forest located near Wilsonville, Oregon, and the World Forest Institute, the international forestry division of the Center.

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