



Media Contact

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**MOST Welcoming Visiting Exhibit,
BRAIN: The World Inside Your Head**

SYRACUSE, NY (August 13, 2019) – The Milton J. Rubenstein Museum of Science & Technology (MOST) will welcome visiting exhibit, **BRAIN: The World Inside Your Head**, this fall with a grand opening date of **September 21, 2019**.

The exhibit is presented by **Upstate Medical University** and supporting sponsor **Circare**. Nationally, the exhibit is made possible by **Pfizer**.

What's more important than your brain? This organic computer is responsible for every thought, every motion and every response your body makes. Life itself is determined by brain activity.

BRAIN: The World Inside Your Head will take visitors on a journey inside the head, providing a hands-on and up-close look at the human body's most essential and fascinating organ. Explore all facets of the brain, including its development, geography and function. In the process, the exhibit makes brain-related disorders easier to understand.

"Upstate is delighted to participate in this innovative exhibit - especially as our own activities related to the brain and brain health are found across our mission of education, research and patient care," stated Interim President of SUNY Upstate Medical University, Mantosh Dewan, MD. "We also are pleased that we will be able to support STEM education for the children in the City schools and all the others who come to the MOST."

Designed to appeal to audiences of all ages, the exhibit employs innovative special effects, 3-D reproductions, virtual reality, hands-on learning activities and interactive technology to delve into the inner workings of the brain, including its processes, potentials and mysteries.

Probe the geography of a giant brain. Stand in the midst of the brain's constant electrical brainstorm as thoughts and sensations are generated. Along the special journey, visitors will discover how the brain learns and thinks. They'll learn the secrets of sleep and dreams and the dangers, causes and cures of disorders, diseases and mental illnesses. Plus, the exhibit takes visitors into the future of medical and technological exploration of the brain.

"We are so excited to welcome the BRAIN exhibit to the MOST for the fall and winter seasons," said Lauren Kochian, MOST president. "The exhibit will offer an experience adults and children can enjoy together, and visitors of all ages will walk away learning something new about the brain we all carry around with us each and every day."

About the MOST

The Milton J. Rubenstein Museum of Science & Technology (MOST) is a hands-on science and technology museum for all ages. The MOST hosts numerous STEM education programs and community outreach events annually and is home to 35,000 square feet of interactive permanent and traveling exhibits, Silverman Planetarium, and Bristol IMAX® Omnitheater - the only domed IMAX theater in New York State. The MOST's vision is to be a preeminent science and technology center, inspiring all generations through hands-on education and entertainment.

The MOST is regularly open 10 a.m. to 5 p.m. Wednesdays through Sundays. The Museum is open on Mondays and Tuesdays for local school Winter Recess, Midwinter Break and Spring Break. For hours and pricing, visit most.org or call 315.425.9068.

Milton J. Rubenstein
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