



Jurassic World: The Exhibition Now Open at Katy Mills An immersive experience based on Jurassic World franchises makes its Houston area debut



Attending the ribbon cutting for Jurassic World: The Exhibition and meeting Baby Bumpy were City of Katy City Administrator Byron Hebert, State Representative Michael Schofield, Katy Mayor Pro Tem Chris Harris, Baby Bumpy's handler Jordyn Chuter of the Jurassic World staff, City of Katy Councilmember Gina Hicks, and Katy Mayor Dusty Thiele. The exhibition is open through October 26th at Katy Mills Mall.

PHOTO BY SUSAN ROVEGNO

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FROM STAFF REPORTS

The award-winning Jurassic World: The Exhibition opened March 8th at Katy Mills Mall, 5000 Katy Mills Circle in Katy, with an official ribbon-cutting attended by city officials, media and other dignitaries.

Jurassic World: The Exhibition, a 20,000-square-foot family-friendly immersive experience, has now become one of the fastest selling exhibitions in history since its launch and has welcomed over 8 million visitors in cities around the world. The exhibition engages audiences of all ages in settings inspired by Universal Pictures and Amblin Entertainment's Jurassic World franchise and is produced in conjunction with Universal Live Entertainment, NEON, and Animax Designs – the creators of the lifelike animatronic dinosaurs.

Jurassic World: The Exhibition is a family-friendly exhibit of massive proportions based on one of the biggest blockbuster franchises in cinema history. Visitors walk through the iconic Jurassic World gate, where they will explore richly themed environments inspired by the beloved films, coming face-to-face with life-sized dinosaurs, such as the towering Brachiosaurus, Velociraptors including fan-favorite Blue, and the most fearsome of all, the mighty Tyrannosaurus rex. Guests will imagine what it would have been like to roam amongst these breathtaking creatures, and even interact with baby dinosaurs, including "Bumpy" from the popular animated series Jurassic World: Camp Cretaceous from Universal Pictures, Amblin Entertainment and DreamWorks Animation, currently streaming on Netflix.

This one-of-a-kind attraction has been created by NEON, a global leader in immersive and epic experiences and produced in conjunction with Universal Live Entertainment, a division Universal Destinations & Experiences.

The Exhibition welcomes multiple generations of Jurassic World fans to venture to the remote island made famous in the movie franchise. Some of the elements on the interactive journey that await visitors include:

- **The Ferry:** The journey begins aboard a ferry and a walk through of the iconic "Jurassic World" gates.
- **Land of the Giants -** Walk under the towering Brachiosaurus that is part of the gigantic sauropod dinosaur family, the largest creatures to ever walk the earth.
- **Creation Lab:** The Creation Lab is where guests can enjoy a hands-on experience and learn more about the science behind dinosaur DNA. They'll also learn more about coprolites and the various species of dinosaurs that live at Jurassic World.
- **The Raptor Paddock:** Guests can walk up to the Raptor's paddock, but don't get too close! These creatures have sharp serrated teeth and sharp-clawed hands and feet. Their large, recurved claw is used for slashing and pinning prey.
- **Gyrosphere Valley:** This is the perfect place to take a picture with a baby dinosaur and discover what is under the dirt at the Dig Site. Continue the journey through this picturesque valley to climb into a life-sized gyrosphere.
- **Feeding Time:** The highly intelligent and extremely dangerous Indominus Rex is one of the most formidable creatures in the park. Visitors can watch as she is fed her daily meals.
- **T. rex Kingdom:** A high voltage fence is the only thing that separates visitors from the mighty Tyrannosaurus rex.

Jurassic World: The Exhibition will be in Houston at Katy Mills for a limited engagement through October 26th. Tickets are available now at Jurassicworldexhibition.com. Admission to Jurassic World: The Exhibition starts at \$24.00 for children (ages three to fifteen) and \$31.99 for adults (ages 16 and up). Family and group tickets are also available as well as special pricing for senior citizens and students.

Kurt Baker, Executive Vice President Global Marketing for NEON said, "We very excited to bring our world renowned, award-winning Jurassic World: The Exhibition to the wonderful city of Katy in the great state of Texas. Katy is a thriving community with so much to offer, situated perfectly within great driving distance to so many families and Jurassic World fans throughout the Greater Houston area. It just felt like the perfect fit for Jurassic World: The Exhibition to visit."

Trent Wall, executive creative director for NEON, added that the exhibition created about 100 jobs in Katy locally, with about 100 more people contracted locally. Wall, who said that he has loved Jurassic World since he was a kid, says that the exhibition gives fans the opportunity to get closer to their favorite characters in ways that they otherwise could not. "These creatures are amazing and astounding," he said.

For further information about Jurassic World: The Exhibition, please visit Jurassicworldexhibition.com.

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