



**NATIONAL MISSISSIPPI RIVER MUSEUM & AQUARIUM**  
IN ASSOCIATION WITH THE SMITHSONIAN INSTITUTION

**FOR IMMEDIATE RELEASE:**

Jun. 11, 2010

**FOR MORE INFORMATION CONTACT:**

Jerry Enzler, Executive Director  
563-599-0259  
John Sutter, Director of Marketing & Sales  
563-557-9545

**MUSEUM & AQUARIUM EXPANSION TO OPEN JUNE 26, 2010**

*Dubuque, Iowa – May 26, 2010*—The National Mississippi River Museum & Aquarium announced that its much-anticipated \$40 million expansion will open Saturday, June 26, 2010.

The 50,000 square-foot Museum & Aquarium expansion into the former Diamond Jo portside building will house three immersive galleries including four salt-water aquariums. The new center will also have several publicly accessible, non-ticketed amenities such as a river research center, café and gift shop.

The large-format 3-D/4-D Digital Theater, the first of its kind in the region, will also open June 26, 2010. The new theater will feature 3-D images that jump off the screen and 4-D special effects such as scent, wind, water mist and seat movement to enhance the viewer experience.

A Mississippi Plaza has also been planned for the courtyard area between the current museum building and the expansion site. The outdoor museum space is expected to be complete in 2011.

The National Mississippi River Museum & Aquarium is located along the banks of the Mississippi River in the Port of Dubuque, Iowa, where it serves as the lead interpretive center for America's rivers. The Museum & Aquarium highlights both the cultural and environmental aspects of rivers, with a mission to preserve our national river history as well as the rivers themselves. The National Mississippi River Museum & Aquarium has received national recognition for its exhibits and programming. It is a Smithsonian Institution Affiliate and is accredited by both the American Association of Museums and the Association of Zoos and Aquariums.

-END-