

FOR IMMEDIATE RELEASE

July 10, 2018

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## “Dinosaurs Revealed” World Premiere Exhibition Shatters Early Attendance Records

Nearly 15,000 guests in opening days, setting new record  
at Union Station’s blockbuster exhibit

**KANSAS CITY, Mo., July 10, 2018** – Union Station officials today announced that in only ten days since opening, the world premiere of “*Dinosaurs Revealed: Journey Across America*” has welcomed nearly 15,000 guests from near and far and led them on an unforgettable journey through our prehistoric North American past.

“The public’s excitement and enthusiasm for *Dinosaurs Revealed: Journey Across America* has been greater than we could have imagined,” George Guastello, Union Station president and CEO, said. “This early success further validates Union Station’s commitment to bring world-class exhibitions to Kansas City audiences. Equally gratifying is the reality that Kansas City resources came together to build a truly remarkable experience that rivals anything like it in the world today. Union Station is very proud of this accomplishment. Once again, our community of scientific talent and creativity is on the world stage.”

By comparison, the 10-day opening attendance number represents a 40% increase to the previous and recent opening record set by *Pompeii: The Exhibition* hosted in the Bank of America Gallery at Union Station.

“We look early and often at key performance indicators,” Michael Tritt, Union Station Chief Marketing Officer, said. “Pre-sales, guest engagement, and viral sharing online were early indicators of a real hit. Now, the remarkable numbers and strong guest satisfaction are the proof points we love to see. We promise tremendous value – rooted in education -- to our members and guests and our entire organization is delivering it.”

Guest comments have included:

- “Best dinosaur exhibit I have ever seen.”
- “I loved it every bit as much as my kids did.”
- “Great job on this exhibit! Always a great time at Union Station”
- “Our dino lovers had a RAWR-some time at the Dino exhibit”

“As I’ve shared before, we looked at many dinosaur exhibits currently on tour around the world,” Jerry Baber, Union Station executive vice president and COO, said. “None of them told the prehistoric story we wanted. The further we researched, the more excited and confident we became in our own ability to curate and build this amazing exhibition ourselves, with local, strategic partners. With that expertise internally and across our community, we’ve brought to life a fascinating, new opportunity to experience dinosaurs that once roamed in very familiar territory.”

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In ***Dinosaurs Revealed: Journey Across America***, guests journey through 200 millions years of history to encounter dinosaurs from world-famous North American geologic dig-sites. Included are 26 like-life and life-size animatronic dinosaurs, actual fossils, full dinosaur skeletons, and interactive exhibits including the Paleontologist Hangout, where guests hear from experts about their fossil hunting expeditions and see what discoveries they've used to piece together unimaginable prehistoric drama.

**Tickets are currently on sale with complete details at [unionstation.org](http://unionstation.org)**

**Summer Hours and Prices**

Now Thru Sept. 3<sup>rd</sup>:

Mon – Fri: 10 am – 6 pm | Sat: 10 am – 7 pm | Sun: 10 am – 5 pm

Sept. 4<sup>th</sup> – Jan. 6<sup>th</sup>:

Mon – Fri: 10 am – 5 pm | Sat: 10 am – 7 pm | Sun: 11 am – 5 pm

Union Station Member Price: \$12.50\*

General Admission: Weekday - \$15\* | Weekend - \$17.95\*

VIP Voucher: \$20\* (Adds flexibility to visit exhibition any time)

Adult Groups - \$12.50\* | School Groups - \$9\* (Available for groups of 15 or more)

\*Plus \$1 Preservation Fee

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**Union Station Kansas City** -- a 501(c)3 non-profit organization -- is a 104-year-old historical landmark and celebrated civic asset renovated and reopened to the public in 1999. Recently awarded "Favorite Attraction", "Favorite Family-Friendly Attraction" and "Favorite Historic Attraction", the organization -- dedicated to science education, celebration of community and preservation of history -- is home to Kansas City's internationally-awarded Science City; the new Arvin Gottlieb Planetarium; the Regnier Extreme Screen Theatre; the popular Model Railroad Experience; City Stage featuring live theater, and a selection of unique shops and restaurants. Union Station is also home to prominent area civic organizations and businesses, and regularly hosts world-class traveling exhibitions. Awarded "Top Banquet Facilities in KC" by KC Business Journal, the facility annually hosts hundreds of community events and private celebrations of all sizes. Visit [WWW.UNIONSTATION.ORG](http://WWW.UNIONSTATION.ORG) for details. Also, follow us on [FACEBOOK](#), [TWITTER](#), [INSTAGRAM](#), and [YOUTUBE](#).