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‘EXPLORING TREES INSIDE AND OUT’ EXHIBIT MAKES SUMMER STOP AT THE CALIFORNIA SCIENCE CENTER

*Interactive, Educational Exhibit Presented by Doubletree Hotels and the Arbor Day Foundation
Helps Kids Reveal Important Environmental Lessons*

LOS ANGELES (June 3, 2010) – A forest of “tree-mendous” family fun has planted its roots in time for the summer, as the “Exploring Trees Inside and Out” traveling exhibit opens at the California Science Center. Presented by Doubletree Hotels and the Arbor Day Foundation, this three-year education outreach project offers young children a dynamic and interactive opportunity to explore the beauty of the great outdoors through the incredible wonder of trees. “Exploring Trees Inside and Out” will be on display now through September 26, 2010. Most important for budget-minded families looking for fun this summer, admission is free to both the California Science Center and the exhibit.

“The California Science Center is the place for people to experience hands-on activities that are fun, educational and memorable,” said Ron Rohovit, deputy director for education at the California Science Center. “‘Exploring Trees Inside and Out’ provides all of these qualities in a creative way that allows even our youngest guests to connect with nature through play.”

The spacious, 2,500-square-foot exhibit was designed by Arbor Day Foundation and Dimensions Educational Research Foundation and developed with a generous grant from Doubletree Hotels to create a better understanding of the importance of nature among children ages two to 10. A variety of fun-packed and educational “sensation stations” in the exhibit encourage children to:

- **Understand Nature and Trees from Multiple Perspectives** – climb through the inside of a larger-than-life tree and veins of leaves, slide into a pile of leaves, see light filter through leaves, and hear water move through the roots.
- **Experience Trees with Every Sense** – uncover the “magic” of photosynthesis, touch bark, smell cedar and cinnamon, hear sounds of animals in trees, crawl through a log and learn about its habitat.
- **Recognize the Role of Trees in Our Communities** – discover how trees are a part of our daily lives, learn how trees enhance our communities, and build creations in the wood workshop.
- **Enjoy the Forest from a Bird’s-Eye View** – kids can soar over the treetops as a cardinal or delightfully enjoy role play as a squirrel in a wooded forest via an entertaining “green screen” experience.

“Doubletree Hotels and the Arbor Day Foundation have worked together to encourage kids and adults of all ages to appreciate the importance of trees in our everyday lives. Since 2004, we’ve proudly helped to plant more than 300,000 trees in educational institutions, urban environments and nature preserves around the world,” said Mary Beth Parks, vice president – brand marketing for Doubletree Hotels. “‘Exploring Trees Inside and Out’ is a natural extension of this growing relationship, which already has inspired the natural enjoyment of more than 650,000 visitors across the U.S. We hope the exhibit will continue to inspire thousands of residents and summer travelers across Southern California to enjoy these lessons and activities so they can then explore the incredible natural wonders outside in a whole new way.”

This is the eighth location and the only Southwest U.S. stop for the one-of-a-kind environmental exhibit, which will conclude its tour in Chicago later this fall. Doubletree has been the exclusive national sponsor of Exploring Trees Inside and Out since the traveling exhibit tour began in Seattle in February 2008.

"Doubletree Hotels has played an integral role in reaching out to young children about the importance of trees and the environment by working with us to present 'Exploring Trees Inside and Out,'" said John Rosenow, chief executive and founder of the Arbor Day Foundation. "Our organization, as well as the Dimensions Educational Research Foundation, truly appreciates the California Science Center's participation in helping us bring this experience to Los Angeles. We hope people will get excited about playing outside again and take the time to enjoy the trees in their own neighborhoods once they leave."

Admission to "Exploring Trees Inside and Out" is complimentary at the California Science Center located at Exposition Park on Figueroa & 39th/ Exposition Park Drive, Los Angeles, CA. The Center is open from 10:00 a.m. – 5:00 p.m. daily. For more information or to support the California Science Center, visit their Web site at www.californiasciencecenter.org or call 323-SCIENCE (323-724-3623).

For more information about the everyday importance of trees and the "Exploring Trees Inside and Out" traveling exhibit, please visit www.doubletree.com/thinktrees.

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About the Arbor Day Foundation

The Arbor Day Foundation is a nonprofit conservation and education organization of nearly one million members, with a mission to inspire people to plant, nurture, and celebrate trees. More information on the Foundation and its programs can be found at www.arboday.org.

About the California Science Center

The California Science Center's mission is as follows: "We aspire to stimulate curiosity and inspire science learning in everyone by creating fun, memorable experiences, because we value science as an indispensable tool for understanding our world, accessibility and inclusiveness, and enriching people's lives." The **California Science Center** and **IMAX Theater** are located in historic Exposition Park just west of the Harbor (110) Freeway at 700 Exposition Park Drive, Los Angeles. Open daily from 10 a.m. to 5 p.m., except Thanksgiving, Christmas and New Year's Day. Admission to Science Center exhibits is free. For recorded information, including IMAX show times, call 323.SCIENCE (323.724-3623). Parking is available in the guest lot at Figueroa and 39th / Exposition Park Drive at \$8 per car, \$25 for buses or oversized vehicles. Both the Science Center and IMAX Theater are wheelchair accessible. For further information, please visit our website at www.californiasciencecenter.org.

About Doubletree Hotels

With a growing collection of contemporary, upscale accommodations in more than 230 gateway cities, metropolitan areas and vacation destinations worldwide, Doubletree hotels and resorts are distinctively designed properties that provide true comfort to today's business and leisure travelers. From the millions of delighted hotel guests who are welcomed with the brand's legendary, warm chocolate chip cookies at check-in to the advantages of the award-winning Hilton HHonors guest reward programme, each Doubletree guest receives a satisfying stay wherever their travels take them. To make reservations at any Doubletree hotel, travelers may visit our website at www.doubletree.com.

About Hilton Worldwide

Hilton Worldwide is the leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For 91 years, Hilton Worldwide has been offering business and leisure travelers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Its brands are comprised of more than 3,600 hotels and 592,000 rooms in 81 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton, Doubletree, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages the world-class guest reward program Hilton HHonors®. For more information about the company, please visit www.hiltonworldwide.com.