



## MEDIA CONTACTS:

Shell Amega  
California Science Center Foundation  
888-690-6669  
[samega@cscmail.org](mailto:samega@cscmail.org)

Steve Sugerman,  
SCG  
310.974-6685  
[steve@sugermangroup.com](mailto:steve@sugermangroup.com)

## STEVE SOBOROFF SELECTED AS SENIOR ADVISOR FOR CALIFORNIA SCIENCE CENTER'S SPACE SHUTTLE ENDEAVOUR PROJECT

LOS ANGELES, CA (September 26, 2011) -- Business and community leader Steve Soboroff has been selected by the California Science Center Foundation as senior advisor for its project to transport and permanently exhibit the Space Shuttle Orbiter Endeavour in Los Angeles.

Officials of the California Science Center, located in Exposition Park near downtown, asked for Soboroff's involvement soon after it was formally awarded the Endeavour, considered one of America's national treasures, over 20 other applicants nationally.

In a joint statement, California Science Center's President Jeffrey Rudolph and Foundation Board Chair Tom Soto said, "We are excited about the task of bringing Endeavour home to California, since it will provide an educational platform for the public to celebrate our State's long time leadership in science, technology, mathematics and engineering. We are confident that it will attract and engage the next generation of California's and our nation's workforce in these fields.

"It's a monumental project, and Steve Soboroff, with his vast experience in stewarding into existence some of the most exceptional projects in our city, will make a great senior advisor. We are delighted to have his expertise, passion and energy to guide us in building awareness and engaging others to ensure the success of this major undertaking."

Soboroff, whose imprint is all over major Los Angeles projects including Staples Center, city parks and schools, the Expo Center, Playa Vista and the Alameda Corridor, said "I like to help make good things happen in Los Angeles. What Staples Center did for downtown is what the Endeavour promises do for the Exposition Park area, downtown, and all of Southern California. It will bring millions of visitors to Los Angeles and serve as a no-cost educational and science experience for the school kids of our region."

Endeavour, a \$1.7 billion spaceship that flew 25 missions, and was developed and built in Southern California 20 years ago, completed its last voyage into space this past summer. It will be flown to LAX on top of a NASA 747 Shuttle Carrier Aircraft after being prepared for exhibition at the Kennedy Space Center which includes removal of hazardous materials.

Soboroff added, "The planning and logistics for transporting Endeavour from LAX to the California Science Center are nothing short of remarkable."

### **About the California Science Center**

The **California Science Center** is a dynamic destination where families, adults and children can explore the wonders of science through interactive exhibits, live demonstrations, innovative programs and awe-inspiring films. Its 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.”

**General Info:** 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 on Thanksgiving, Christmas and New Year’s Day. For recorded information, including IMAX show times, call 323.SCIENCE (323.724-3623). IMAX ticket prices range from \$5.00 to \$8.25. For advance ticket purchases, group rates, or to make reservations for any visiting group of 15 or more (required), call 213.744-2019. Parking is available in the guest lot at Figueroa and 39th / Exposition Park Drive at \$10 per car, and \$25 for commercial buses or oversize vehicles. Both the Science Center and IMAX Theater is wheelchair accessible. For further information, please visit our website at [www.californiasciencecenter.org](http://www.californiasciencecenter.org).

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