



Expedition Chesapeake Goes Live on the Web

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FOR IMMEDIATE RELEASE

HARRISBURG – (October 25, 2011) *Expedition Chesapeake* is making waves on the web. Whitaker Center for Science and the Arts today unveiled a new website at expeditionchesapeake.org for the Center’s \$10 million initiative to entertain, educate and engage the 17 million residents of the Chesapeake Bay watershed.

The website adds to the project’s Facebook and Twitter presence and includes a host of features designed to bring the Chesapeake Bay watershed and the project to life. A video trailer which highlights Emmy winner Jeff Corwin is featured, as well as information about the watershed and the bay itself and updates on the key elements of the project.

Expedition Chesapeake includes four related components headlined by a 42-minute giant screen film. The educational components include a television documentary, a hands-on, traveling science exhibit, and a set of online learning experiences designed to engage students throughout the six states of the watershed.

“This website will serve as a crossroads for every element of Expedition Chesapeake and it will be the primary way we deliver educational materials and interact with students,” said Dr. Michael L. Hanes, President and CEO of Whitaker Center.

Visitors to the site can click on the “**Get Involved**” button to learn how to become an active participant in the initiative as a donor or an *Expedition Chesapeake* ambassador by following updates on *Chesapeake’s* various social media channels.

“The issues affecting the vitality of the Chesapeake Bay can not be corrected overnight or with just a handful of informed residents. Through the Expedition Chesapeake website we can connect with the 17 million stakeholders,” Hanes said.

In recent weeks, Whitaker Center announced the addition of Jeff Corwin to the project and will partner with producer David Lickley to make the film. Corwin is perhaps the world’s best known

celebrity scientist and Animal Planet star. He recently launched the ABC television series *Ocean Mysteries*.

Lickley has won virtually every award in the giant screen film industry in his 25-year career as producer, director and writer. He has directed some of the most successful giant screen nature films of all time, including “Born to Be Wild,” “Bears,” and “Jane Goodall’s Wild Chimpanzees.”

Lickley is Director of Large Format Films for Science North, one of Canada’s leading science education centers.

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Located in Harrisburg, Pennsylvania. Whitaker Center for Science and the Arts is the mid-state’s premier center for arts, education, entertainment and cultural enrichment. Composed of three main venues — Sunoco Performance Theater, Select Medical IMAX® Theater, and Harsco Science Center — our mission is to serve as the center for scientific, artistic, cultural and educational activities to enhance the region’s quality of life and economic vitality. For more information, whitakercenter.org.