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Natural History Museum of Utah to Launch “Trailhead to Utah”

*New interactive program is designed to personalize
Museum experience and expand it to destinations statewide*

SALT LAKE CITY (Nov. 14, 2011) — The Natural History Museum of Utah at the Rio Tinto Center, located at the University of Utah, will launch an innovative, interactive smartphone-based program, “Trailhead to Utah,” when it opens to the public Friday, Nov. 18. Trailhead to Utah is part of the Museum’s hands-on approach to learning and is designed to help visitors discover the rich natural history of the state.

The following is information about Trailhead to Utah:

- Patrons will use their smartphones as a guide to explore the secrets of the state’s ecosystems, fossil records, water and energy cycles and native cultures and the forces that shape and sustain life in Utah.
- While the Museum features the state’s unique ancient history and civilizations represented in the new exhibitions and through special events, Trailhead to Utah provides visitors with out-of-museum connections to enhance their experience.
- Trailhead to Utah is designed to personalize the visitor experience and connect guests to other places to see and explore throughout the state. There are four “trails” Museum visitors can explore: Museum highlights, energy, sustainability and inspired by nature (art).
 - **Museum Highlights:** Visitors delve into the objects that tell Utah’s story best, from evocative pictographs by ancient people, to a rare red beryl formed in volcanic rock, to one of the earth’s biggest dinosaur quarries.
 - **Energy:** Sponsored by Rocky Mountain Power, visitors learn the complete story of energy, from photosynthesis in plant cells to photovoltaics in the Museum’s solar panels. Along the way, they find out how they can become more energy efficient.

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- **Sustainability:** Sponsored by Rio Tinto, visitors explore the strategies nature uses to sustain Earth's species and take a deeper look at how humans are tackling today's sustainability challenges.
- **Inspired by Nature (art):** Visitors discover the process and inspiration behind the writing, painting, photographs, native objects, dinosaur reconstructions and multimedia at the Museum. They also hear about other locations throughout the state where they can learn more about Utah art.
- There are about a dozen "stops" along each of the four trails. At each stop Museum visitors can access the following information:
 - **Learn More:** Access additional intellectual information about the collection or featured exhibit
 - **Go Further:** Identify places to visit in Utah relevant to the trail stop
 - **Share:** Highlight the trail experience using social media
- Visitors do not have to create a personal account to use the Trailhead to Utah program. By using their smartphone and the Museum's Wi-Fi network, visitors can access videos, maps, destination information around Utah, web links and more based on what they experienced during their visit.
- Registering for a Trailhead to Utah personal account allows Museum guests to track the exhibits they visit and provides them with personalized content related to their Museum experience. They are then able to access their profile and information outside the Museum.
- Trailhead to Utah is one of many interactive and hands-on learning opportunities available to families at the Museum. Others include integrated learning labs and discovery programs.
- Trailhead to Utah's founding sponsors include the Institute of Museum and Library Sciences, Rocky Mountain Power, Union Pacific Railroad and Rio Tinto.
- The Museum has been working closely with a variety of state partners, including the Utah Office of Tourism and State Parks to select Trailhead destinations throughout the state to develop the program.

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