



## PHOTO/VIDEO OPPORTUNITY

### **MUSEUM OF SCIENCE AND INDUSTRY AND DESIGNER JASON MAYDEN TEAM UP FOR “SUPER HEROIC” FAMILY DAY ON MLK DAY**

*Guests can create a superhero identity, design a cape on Jan. 20, an Illinois resident free day*

**WHAT:** On Martin Luther King, Jr. Day, Monday, January 20, guests are invited to the Museum of Science and Industry, Chicago (MSI) to celebrate the official opening of Black Creativity with Family Day. Super Heroic CEO and Black Creativity Innovator Jason Mayden will lead kids in making their own superhero identities as they build origin stories, and leave with glowing badges and capes.

Family Day is a free day for Illinois residents, and kicks off the Black Creativity season at MSI. Interview and photo/video opportunities are available with:

- **Hero Lab: Find Your Inner Superhero! (Jan. 20):** Mayden, a former designer for Nike and the Jordan brand, will engage with guests in creating their own superhero origin story. His company, Super Heroic, encourages children and adults to believe in their own abilities. Guests will leave with a glowing badge built in the Wanger Family Fab Lab, as well as a cape. Mayden will be available for interviews. *Included with Museum Entry.*
- **Innovation Studio (Jan. 20–March 1):** In partnership with Mayden and Super Heroic, the Innovation Studio invites students and families to build their own superhero invention. Through this guided session, guests learn design thinking, and create a prototype that a superhero may need. *Included with Museum Entry. Weekdays for field trips, weekend sessions are open to the public.*

This year marks the 50<sup>th</sup> anniversary of the Black Creativity program, with the bigger-than-ever *Juried Art Exhibition* and new *Black Creativity: 50 Years* exhibit. Black Creativity celebrates African-American achievements in science, technology, engineering, art and medicine, and features a robust series of experiences and events throughout January and Black History Month.

**MEDIA:** Interview opportunities will be available with Mayden, as well as MSI spokespeople.

**LOCATION:** Museum of Science and Industry, 5700 S Lake Shore Drive. Media can park in the West Lot of the Museum, located south of the underground garage on 57<sup>th</sup> and Cornell.

**WHEN:** **Black Creativity Family Day:** January 20, 2020

**WEBSITE:** For more information, visit [msichicago.org/blackcreativity](http://msichicago.org/blackcreativity)

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