



## MEDIA CONTACT

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LIFE-SIZE. ANIMATRONIC.

# DINOSAURS LIVE!

September 2, 2023  
through  
February 19, 2024

## MEDIA KIT 2023

Encounter the 46-foot T-Rex and ten new life-size animatronic dinosaurs along the Heard Natural Science Museum & Wildlife Sanctuary's nature trails at the 18th annual Dinosaurs Live! Life-size Animatronic Dinosaurs exhibit.



**FOR IMMEDIATE RELEASE**

August 14, 2023

# NEWS RELEASE

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## **Dinosaurs to Roam Earth Again at Heard**

*Dinosaurs Live! Life-size Animatronic Dinosaurs Returns*

Heard Natural Science Museum & Wildlife Sanctuary in McKinney, Texas, is pleased to announce the much-anticipated return of Dinosaurs Live! from September 2, 2023 through February 19, 2024. This seasonal, annual exhibit brings these ancient creatures back to life, allowing visitors to let their imagination run wild as they travel back in time along a half-mile nature trail with ten life-size animatronic dinosaurs.

During the 18th Annual Dinosaurs Live! Life-Size Animatronic Dinosaurs exhibit, these animatronic dinosaurs will move and roar and are showcased in a natural environment, providing an experience sure to captivate visitors. This exhibit will also offer interesting facts about both herbivorous and carnivorous dinosaurs.

Children and the young at heart can also play on stationary baby dinosaurs and photo-op dinosaurs. This year's exhibit will also feature an outdoor fossil dig to inspire future paleontologists. The Dinosaurs Live! exhibit trail is jogging-stroller friendly (umbrella strollers are not recommended), giving families and friends a unique, exciting, and educational activity to experience together.

This exhibit is included in general admission and is free for Heard Museum Members. The Heard also offers engaging activities, ranging from field trips to birthday parties, designed to entertain and educate visitors.

### **About Heard Natural Science Museum & Wildlife Sanctuary**

Heard Natural Science Museum & Wildlife Sanctuary is a private 501(c)3 nonprofit organization dedicated to bringing nature and people together to discover, enjoy, experience, restore and preserve our priceless environment. The Heard was founded in 1967 by Bessie Heard at the age of 80. In a time when the rate of expansion of the Metroplex was slower than today, she foresaw the need to preserve a place where future generations could experience nature. Today, the Heard's mission of bringing nature and people together is carried out through education, emphasizing an appreciation of nature and its conservation. For more information, visit [HeardMuseum.org](http://HeardMuseum.org).



# EXHIBIT MAP

# LIFE-SIZE. ANIMATRONIC. DINOSAURS LIVE!

This seasonal annual exhibit is open now through February 19, 2024.

Heard memberships start at just \$95 per year. If you purchase a Heard membership on the day of your visit, you'll also be able to discount your family's general admission from the membership price, making Heard memberships even more affordable! Ask our staff for details. (Offer good only on day of visit.)



THIS IS OUR HOME. TAKE ANOTHER STEP FOR HELPING US TAKE CARE OF IT. TO ENJOY YOUR VISIT.



## Stewardship is Your Responsibility

You are entering a nature preserve. Please help us conserve our habitats by staying on the trails and placing trash in bins.

Please only enjoy your food and beverages at our outdoor picnic table\* facilities, available on a first-come-first-serve basis.

## Did You Know?

The Heard Wildlife Sanctuary is a restored area of the Blackland Prairie. Less than 1% remains, making this tallgrass prairie the most endangered ecosystem in North America. The rich soil of this habitat is made up of materials that date back to an inland sea that covered this part of Texas during the Cretaceous period.





# ANIMATRONIC DINOSAURS

TYRANNOSAURUS REX  
DILOPHOSAURUS  
CARNOTAURUS  
CRYLOPHOSAURUS  
DELTADROMEUS  
DIABLOCERATOPS  
EDMONTOSAURUS  
MEGALOSAURUS  
PROTOHADROS  
RUGOPS  
THERIZINOSAURUS



PHOTO OPS, PLAY  
DINOSAURS AND  
MORE

PLAY PARASAUROLOPHUS  
PLAY APATOSAURUS  
FOSSIL DIG HADROSAUR  
T-REX PHOTO-OP  
PACHYRHINOSAURUS PHOTO-OP

**DELIVERY**  
AUGUST 15, 2023

Contact us at  
[SJennings@HeardMuseum.org](mailto:SJennings@HeardMuseum.org)  
to schedule a special behind-  
the-scenes experience.



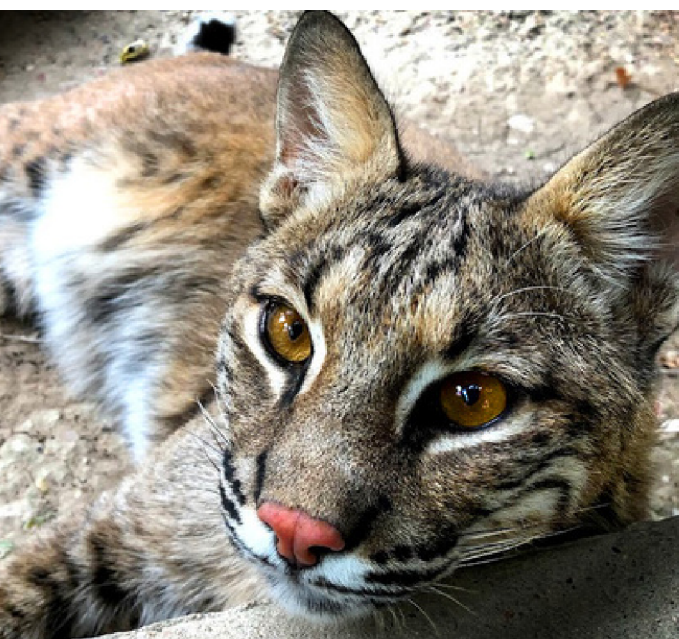


## BRINGING NATURE & PEOPLE TOGETHER

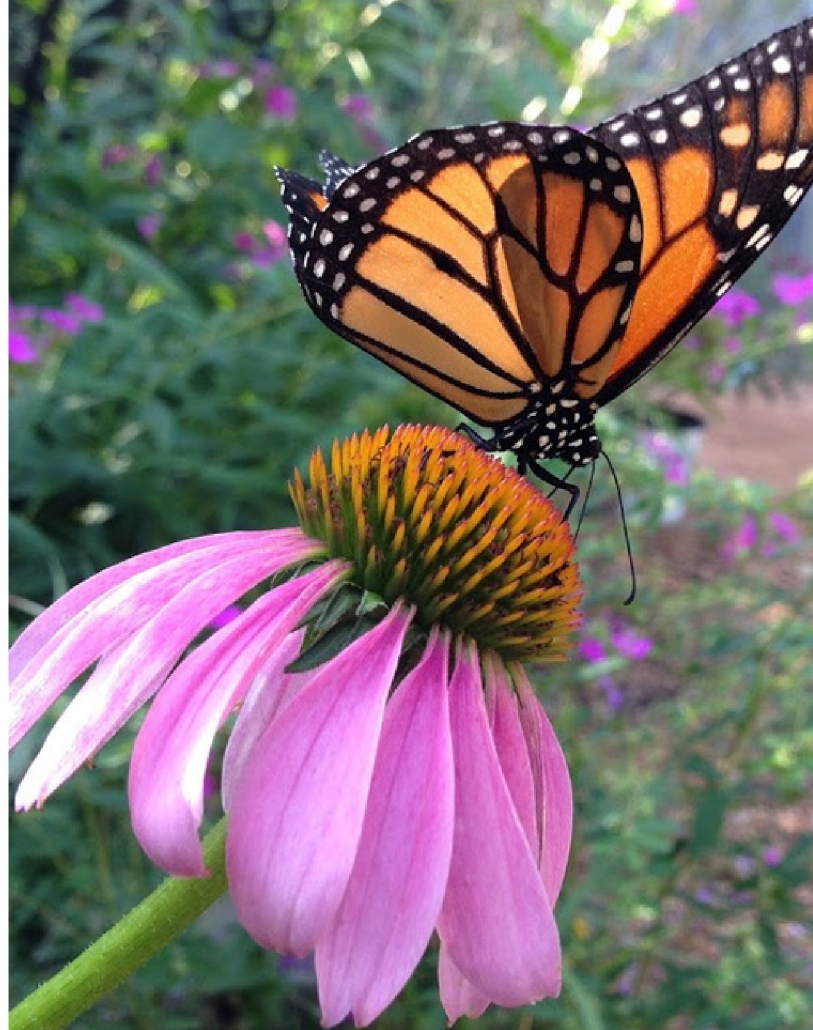
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Today, the Heard's mission of bringing nature and people together is carried out through education, particularly of young people, which emphasizes an appreciation of nature and its conservation. For more information, visit [HeardMuseum.org](http://HeardMuseum.org).



Programs offered by the Heard include school field trips, home school programs, summer camps, corporate events, birthday parties, weddings, scouting initiatives, environmental research programs and special events.



Escape the concrete of the city and hike over 6.5 miles of self-guided or interpreted nature trails that wind through the diverse habitats of our 289-acre wildlife sanctuary, including tall grass prairie, bottomland hardwood and limestone escarpment. Take advantage of the opportunity to encounter many species of birds, insects and animals.

