

EVENTS

Mad Science Has New Partner

Management Resources, a California-based consulting company, has announced a partnership with Mad Science, a Canadian company with large-scale theatrical productions designed to spark imaginative learning in children. The two companies will join forces to bring Mad Science's award-winning fun science entertainment into museums, science centers, zoos, and aquariums. The goal of the partnership is to provide not-for-profit venues with mission-related programming that encourages curiosity in children by involving them in the wonders of science.

Mad Science shows feature a multisensory experience of sound, 3D video animation, lighting, laser effects, and interactive science for children and parents. Mad Science has a permanent show at the Kennedy Space Center, and NASA uses Mad Science's show "Mad Mission to Mars: 2025" to complement its own exhibits and educational programming. Management Resources provides consulting

services to theme parks, museums, science centers, location-based entertainment and recreational facilities, casinos, malls, regional fairs, destination resorts, and large world-class special events.

