



FOR IMMEDIATE RELEASE

Contact: Yvette Armendariz
Museum Public Relations & Marketing
Yvette.Armendariz@MesaAZ.gov
(480) 644-4129

News Release

Catch 'Em Pokémon at the i.d.e.a. Museum Aug. 12

MESA, Ariz. (Aug. 4, 2016) – Pokémon will be taking over the i.d.e.a. Museum and Downtown Mesa during 2nd Friday's Freaks 'n Geeks event Aug. 12. During this special event, the museum will stay open until 8 p.m. and offer 2-for-1 admission when visitors mention Pokémon. Lures will be dropped throughout the event to add to the excitement.

"Several Pokémon keep returning to our Sci-Fi: Fantasy to Reality exhibit, and our guests are happy to catch 'em all," said Executive Director Sunnee O'Rork. "Families love to play together at the museum and this game is added fun. Since this upcoming 2nd Friday is happening, we're staying open late and setting lures to attract even more Pokémon to our out-of-this-world the exhibit for our Pokémon fans."

During 2nd Friday, Downtown Mesa will be filled with lures at more than 60 pokéstops located within three blocks and six gyms located within a half mile. Pokémon Go trainers can enjoy live music, a Pokémon scavenger hunt with prizes and more than 50 art vendors while catching Pokémon.

The i.d.e.a. Museum is one of the scavenger hunt stops. Visitors can also enjoy many fun, hands-on activities focused on art, design and engineering while playing Pokémon Go. A map and tip sheet for catching Pokémon is available at the museum's Visitors Services desk for trainers unfamiliar with the galleries.

"This will be a fun stop for Pokémon Go trainers of all ages," said O'Rork. "The eye-catching sci-fi art featured in our galleries offers a cool setting for catching Pokemon. Catch a character and view some in the artwork on the wall!"

Trainers dropping by are also encouraged to visit the variety of Downtown Mesa venues that will be open late and offering specials throughout the night. Attendees who use the hashtag [#CatchEmMesa](#) on social media posts will be entered to win gift cards and other prizes from the Downtown Mesa Association.

The museum's regular admission price is \$8 for ages 1 and up. Members are free. Regular hours are 9 a.m. – 4 p.m. Tuesday through Saturday and noon – 4 p.m. on Sunday.

The i.d.e.a. Museum is a public-private partnership between the City of Mesa and the i.d.e.a. Museum Board of Directors, Inc., (formerly known as the Arizona Museum for Youth Friends, Inc.) and is a nonprofit 501(c)3 organization whose mission is to *provide sustainable resources to fulfill i.d.e.a. Museum's mission through fundraising, advocacy, and partnerships. Their vision to create infinite possibilities for i.d.e.a. Museum.*