

**FOR IMMEDIATE RELEASE**

**SKYCYCLE IS FEATURED ATTRACTION  
OF REVITALIZED H-E-B SCIENCE TREEHOUSE  
AT THE WITTE MUSEUM**

**SAN ANTONIO** -- The H-E-Buddy SkyCycle® is taking science to new heights at the Witte Museum. It is the only permanently installed outdoor SkyCycle in the world and the only SkyCycle of any sort in Texas.

On the **H-E-Buddy SkyCycle** visitors can take an exhilarating bicycle ride on a 40-foot cable, suspended approximately 14 feet in the air! Visitors ride out from the loading platform backwards, then peddle forward to return.

Though suspended in air, the H-E-Buddy SkyCycle® features a large weight suspended underneath, teaching young riders the principles of counterbalance and center of gravity. The counterweight acts as a resisting force, lowering the center of gravity and keeping the bike in an upright position. Swaying of the cable and bike, caused by the rider's actions, add to the thrill, but the rider is never in danger of falling.

H-E-B, one of the largest, independently owned retailers in the nation, is responsible for launching a major renovation project at the Witte Museum, ***Embarking on the Future: Revitalization of the H-E-B Science Treehouse***. This partnership provides a dynamic science museum to the San Antonio community.

To complete this revitalization, the H-E-B Science Treehouse closed to the public on Monday, January 2, 2006. The Grand Re-Opening was held on March 11, 2006.

***Embarking on the Future*** is in conjunction with the Witte Museum's 80<sup>th</sup> anniversary and H-E-B's 100<sup>th</sup> anniversary, both currently being celebrated. "We are so proud of the long partnership that we have shared with the Witte," said Kate Rogers, Director of Advertising for H-E-B. "We are excited about the new additions to the H-E-B Science Treehouse and the opportunity to provide an exciting, interactive experience for children of all ages."

The Boeing Company joined the corporate sponsorship for revitalization with a section of the

H-E-B Science Treehouse called *Air Power*, with new exhibits and graphics packages, including “Air Rockets” and “Bernoulli Tables.” Other major exhibit upgrades include *Simple Machines*, *Sound Waves*, *Energy Underground*, *Eco-Science* and *Small World Science*. The revitalization plans also call for the entire interior to receive a facelift including a fresh coat of brightly colored paint; the installation of new carpet; the replacement of existing graphics with color-coded “supergraphics” featuring images from the most innovative versions of “The Way Things Work” kiosks; *Air Rockets*, which teach visitors how action and reaction make rockets work; and *Bernoulli Tables*, a grouping of table top experiments allowing visitors to observe and experiment with various objects in streams of moving air. Visitors will also be able to try their hand at being a meteorologist at the KENS-5 Weather Station, generously sponsored by KENS-5 TV. Step into an actual weather station and track radar, review the satellite, give a multiple-day forecast, and much more! The H-E-B Science Treehouse and all activities within are free with museum admission.

“We are so grateful to H-E-B for the enlightened corporate sponsorship of revitalization – a very rare kind of gift – to ensure that the building the company named continues to be a vibrant and vital science museum for South and Central Texas,” said Marise McDermott, President and CEO of the Witte Museum. “In fact, corporate sponsorships ensure access to specialized knowledge that only those companies can provide. For instance, The Boeing Company has provided their expertise and their funding support to create a learning environment about airplanes and air power. Similarly, KENS-5 TV provides a ‘weather station’ at the Witte Museum to learn more about the weather.”

***Embarking on the Future: Revitalization of the H-E-B Science Treehouse*** is generously supported by H-E-B, The Boeing Company, George and Fay Young Foundation, Inc., Greehey Family Foundation, The Capital Group Companies / American Funds, IBM, and individual donors to the 2005 Phonathon Campaign.

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