

**FOR IMMEDIATE RELEASE**

Release No. 14017

Media Contact:

Anna Kate Twitty, Public Relations Manager

(803) 348-6010 (c), (803) 898-4948 (o)

AnnaKate.Twitty@scmuseum.org**South Carolina State Museum Announces Second Shift Twosdays**

The State Museum will stay open late every Tuesday until 8 p.m. and will feature special programs, shows, events, discounts and more

COLUMBIA, S.C., Thursday, Oct. 2, 2014 – The South Carolina State Museum is staying open late every Tuesday until 8 p.m. for **Second Shift Twosdays** offering guests more time to experience the museum. The museum is calling their weekly extended hours “Second Shift Twosdays” to celebrate the history of its building and the mill workers who decades ago came in during the evenings to work the second shift. The museum is also incorporating the number “two” during Second Shift Twosdays through special offerings and savings.

Every Tuesday evening, the museum will feature something different, which may include programs, planetarium shows, 4D movies, lunar observing, exhibit previews, food and beverage events, discounts and more. In addition to special features, the entire museum will stay open during Second Shift Twosdays.

During these evening openings, guests can sit back and watch a planetarium show, experience movies like never before in the 4D theater and explore the museum’s four floors of art, cultural history, natural history and science/technology, including the newly reopened Lipscomb Gallery and the current blockbuster exhibit *Dinosaurs: A Bite Out of Time*. Guests can also tour the new fourth floor observatory and telescope gallery. Night observing from the observatory will begin as soon as it is dark enough outside. *Please note: Observing can be done only if the sky is clear and may be canceled if the weather does not permit.*

“Second Shift Twosdays are great for people who can’t make it to the museum during normal work hours or for those who are looking for something fun and different to do on Tuesday evenings,” said Merritt McHaffie, director of marketing, S.C. State Museum. “We decided to call these hours our ‘second shift’ to honor our largest artifact – our building, which was the first fully electric powered mill in the country.”

During the month of October, Second Shift Twosdays will be held on Oct. 7, 14, 21 and 28 and will feature two Halloween-themed laser light shows in the planetarium.

- At 6 p.m., enjoy **HalloScream Laser Lights**, a thrilling family-fun laser show featuring Halloween music favorites, including “Thriller,” “Monster Mash” and “Ghostbusters.”

– Continued –

- At 7 p.m., experience ***Laser Floyd: Dark Side of the Moon***, an entrancing laser light show set to one of rock and roll's most influential and bestselling albums, Pink Floyd's 1973 *Dark Side of the Moon*. *Laser Floyd* will only be available during Second Shift Twosdays and during Growl at the Moon on October 30. *Please note: Laser Floyd contains loud music and language that may not be appropriate for children. Laser Floyd is appropriate for ages 17+.*

Be sure to check out the museum's new 4D theater during Second Shift Twosdays. In October, *Planet Earth: From Pole to Pole* will play at 5:30 p.m. and *Ice Age Dawn of the Dinosaurs* will play at 6:30 p.m. Visit scmuseum.org for more information about Second Shift Twosdays and for ticket prices.

About the South Carolina State Museum: *As the state's largest and most comprehensive museum, the South Carolina State Museum, offers a unique, entertaining and educational experience to visitors throughout its 225,000 square foot facility located in the heart of downtown Columbia's Congaree Vista. The State Museum is housed in one of its greatest artifacts, an 1894 old textile mill full of character and charm. In addition to beautiful meeting spaces throughout the facility, guests can explore outer space in one of the largest planetariums in the Southeast, watch an interactive 4D movie and look through a vintage telescope in a one-of-a-kind observatory. These exciting opportunities are all in addition to the four floors of South Carolina art, cultural history, natural history and science/technology that guests can experience. For more information about the museum, visit scmuseum.org.*

####

Photo Cutline: The South Carolina State Museum is staying open late every Tuesday until 8 p.m. for Second Shift Twosdays offering guests more time to experience the museum. Photo by Thomas Hammond/Courtesy of the S.C. State Museum.