

The LEGO® Movie™ 4-D Experience® Opening Memorial Day Weekend *State Museum will be full of excitement the entire holiday weekend*

COLUMBIA, S.C., May 18, 2017– Emmet and his Master Builder friends return in *The LEGO® Movie™ 4-D Experience®* opening Memorial Day weekend, Saturday, May 27. The gang finds themselves entangled in an Evil Secret Plot involving a mysterious theme park. Join Emmet, Wyldstyle, MetalBeard, Benny and Unikitty in their mission to defeat a scheming villain named Risky Business! This custom-made 4-D Experience® is packed with non-stop action and multisensory effects to jump start the holiday weekend.

The museum's Rev. Dr. Solomon Jackson Jr. 4-D theater couples high definition 3D digital projection films with physical features to provide multisensory, interactive experiences for guests. Physical features, including water sprayers, ankle ticklers, air blasters, scents, snow, bubbles and vibrating seats, are synchronized to the images displayed on the screen.

The entire museum will be open Memorial Day weekend. Guests of all ages can explore South Carolina art, history, natural history and science and technology, including a variety of planetarium shows like *Laser Salute to America* which celebrates the spirit of America and honors its heroes through patriotic songs by various artists set to laser lights, including: "Only In America" by Brooks & Dunn, "ROCK in the USA" by John Mellencamp, "Living in America" by James Brown and "Where the Stars and Stripes and the Eagles Fly" by South Carolina's own Aaron Tippin.

All weekend guests will have access to solar viewing in the observatory and four floors of permanent and changing exhibits like *Beyond Bollywood: Indian Americans Shape the Nation* and the museum's blockbuster exhibit, *Savage Ancient Seas*.

The State Museum is open Monday, 10 a.m. – 5 p.m.; Tuesday, 10 a.m. – 10 p.m.; Wednesday – Friday, 10 a.m. – 5 p.m.; Saturday, 10 a.m. – 6 p.m.; Sunday, 12 p.m. – 5 p.m. For a list of exhibits and showtimes or to purchase tickets visit scmuseum.org.

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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 largest artifacts, an 1894 old textile mill full of character and charm. 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 opportunities are all in addition to the four floors of South Carolina art, cultural history, natural history and science/technology. Visit scmuseum.org to learn more.*

About SimEx-Iwerks: *SimEx-Iwerks is the leading innovator of immersive 3-D and 4-D Attractions and the exclusive distributor of the industry's best selling film titles. The company supports over 150 family-friendly attractions in more than 30 countries. Our attractions entertain and educate over 100 million people every year— bringing a whole new dimension to the guest experience.*

About Warner Bros. Consumer Products: Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

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