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FOR IMMEDIATE RELEASE

Connecticut Science Center Unveils *Innovation: A Driving Force*
Brand new immersive experience sponsored by The Hartford teaches visitors about renewable energy and sustainability.

Hartford, CT (May 16, 2025) The Connecticut Science Center is thrilled to announce the grand opening of its newest immersive experience, ***Innovation: A Driving Force***. This exciting new exhibit is made possible through the generous support of The Hartford, whose sponsorship has driven the creation of a highly engaging, interactive installation that celebrates innovation, sustainability, and safety. Joined by local students, leadership from The Hartford, and special guests, the Connecticut Science Center cut the ribbon on this new driving experience earlier today.

Located in the Science Center's *Energy City* Gallery, *Innovation: A Driving Force* puts visitors of all ages behind the wheel of a virtual electric vehicle, inviting them to navigate a vibrant and imagined version of Hartford. From The Hartford's headquarters to the Connecticut Science Center, participants will learn about safe driving habits, renewable energy, and environmentally friendly practices.

"At the Connecticut Science Center, we believe that immersive experiences are powerful tools for education and inspiration. *Innovation: A Driving Force* brings sustainability, clean energy, and responsible choices to life in a way that is both engaging and memorable for our visitors - especially young learners," said Matt Fleury, Connecticut Science Center President & CEO. "With the generous support of The Hartford, we are proud to offer this dynamic exhibit that not only reflects the future of transportation but also empowers the next generation to be thoughtful stewards of our planet."

Using a gas pedal and steering wheel, guests take control of their journey through the city, answering questions that test their knowledge on clean energy and eco-conscious choices. Along the way, players earn eco-points based on their decisions and driving behaviors, culminating in a digital "Driver's License" that displays their green energy score. Guests can snap a photo of their license and share their results with friends and family - a fun and educational souvenir.

"We are excited to partner with the Connecticut Science Center to bring to life an experience that showcases our shared commitment to innovation and exploring opportunities with the latest technology," said Melinda Thompson, head of Personal Insurance at The Hartford. "This is a fun and engaging way to learn about safe driving and sustainable practices, which we hope will ignite the imaginations of the next generation of leaders."

The Hartford has been a steadfast supporter of the Connecticut Science Center since its earliest days, playing a vital role in bringing its mission to life. Their continued partnership has made it possible to introduce innovative and engaging experiences for visitors of all ages—including the newly launched *Innovation: A Driving Force*, and the ever-popular *Junior Fire Marshal Training Program* which launched as a program at the Connecticut Science Center in 2022.

The ribbon cutting event featured remarks from leadership at both The Hartford and the Connecticut Science Center, along with a first look at the new exhibit and hands-on opportunities for school groups and families to test their driving skills.

Innovation: A Driving Force is now open for visitors to explore at the Connecticut Science Center and is included with General Admission or a Connecticut Science Center Membership. Tickets and information on operating hours can be found online at CTScienceCenter.org.

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About the Connecticut Science Center: Located in downtown Hartford, the LEED Gold-certified Connecticut Science Center ignites creativity and fosters a love for science through engaging, hands-on interactive experiences—all while maintaining a commitment to environmental sustainability. With more than 165 hands-on exhibits, the Science Center explores a wide range of topics, including space and earth sciences, biology, the Connecticut River watershed, alternative energy, physical sciences, Connecticut's inventors and innovations, and more.

Highlights include the state's year-round butterfly habitat, a dedicated children's gallery, five educational labs, a 200-seat 3D digital theater, a function room, and a gift store. The Science Center hosts events for all ages throughout the year.

As a nonprofit organization, the Connecticut Science Center is committed to enhancing science education across Connecticut and New England, providing enriching learning opportunities for students and adults alike.

For more information, visit CTScienceCenter.org or call (860) SCIENCE.