

For more Information
Community Redevelopment Agency: Anthony Lyons
Cell 352-538-7442
Work 352-334-2205
Cade Museum: Don Adams
Cell 239-560-8136
Work: 239-395-0557

For Immediate Release

CADE MUSEUM SITE ANNOUNCED

Gainesville, FL, August 6th, 2008—The Cade Museum Foundation has selected Depot Park as the location for its new museum of invention, and innovation, inspired by Dr. J. Robert Cade, inventor of Gatorade and long time Gainesville resident. **The announcement was made today by Phoebe Cade Miles, Chairman of the Cade Museum Foundation.**

The Cade Museum will be housed in a 50,000 square foot building with both permanent and changing exhibits, hands-on activities, theaters, an outdoor amphitheater, café and a unique outdoor area where children and adults can thread their way through the step-by-step adventure of world-altering inventions. The Museum is expected to open to the public in 2011, with a “virtual” internet resource for schools and museum visitors anticipated a year before completion of the building.

The City of Gainesville envisions Depot Park as a recreational destination for the community which will include bicycle trails, boardwalks and bridges crossing more than ten acres of ponds and wetlands. Gardens and open spaces will provide a venue for community festivals and live entertainment at Depot Park and the historic Gainesville Railroad Depot will be refurbished. Sections of Depot Avenue will be reconstructed into a multi-modal transportation boulevard accommodating foot, bicycle, automobile, and bus traffic. The reconstructed Depot Avenue will also help link Depot Park and the Cade Museum to the Cotton Club landmark, located just two blocks east of Depot Park. Efforts are underway to restore the famous Cotton Club, an extraordinary historic and cultural resource for North Florida. The revitalized project will compliment Depot Park, functioning as a center for recreational, cultural, educational, and social opportunities. Simultaneously, GRU operations will largely vacate the Downtown area, and sixteen acres adjacent to Depot Park will soon be revitalized into a mixed-use activity center.

“By being in Depot Park, the Cade Museum will be at the heart of Gainesville’s history as a transporter of goods and produce, as well as its future as a transporter of ideas, innovations and inventions,” according to **Gainesville Community Redevelopment Manager Anthony Lyons**, “We want to celebrate our present and our future as leaders in education, sports, invention and technology.”

“My father is probably best known for inventing Gatorade, but his greatest thrill came from inspiring and mentoring others from all walks of life.” Mrs. Miles said. “This new museum will continue his tradition by telling the stories of people who created the inventions and innovations that continue to change our lives today as a way of inspiring each of us to achieve our individual potential in the future.”

The Cade Museum will feature unique ‘creativity cubes,’ where visitors become part of great moments of ingenuity and invention that have shaped American history and culture. These ‘creativity cubes’ and other innovative museum elements will facilitate family learning and entertainment through story telling and personal engagement. Complimentary to these themes, the Cade Museum will also include a ‘Florida Porch’ providing a taste of the music, poetry and literature that not only inspired Dr. Cade, but also recharged other inventors’ ability to maintain their creativity.

The internationally acclaimed firm of Carol Johnson and Associates has been selected by the CRA to develop park landscape standards and concepts. The Cade Museum has contracted Amaze Design, an international museum design firm to create exciting museum exhibits; Gould Evans, a national leader in environmental sustainability as the first phase architect; CC Beard & Associates, manager of many successful museum and university capital campaigns, is fundraising counsel and Don Adams, a veteran of three museum start ups, is interim museum director.

The Cade Museum is as an independent 501 (c) (3) non-profit and will be governed by a volunteer board of directors from the community. Board and community advisory council members and program collaborators including the University of Florida, the P.K. Younge School and Santa Fe College are being recruited.

For more information about the Cade Museum, contact Don Adams, 239-560-8136.