



**CADE**  
museum  
for creativity & invention

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**FOR IMMEDIATE RELEASE**

## **Cade Museum Welcomes Brain: The World Inside Your Head Exhibit**

Gainesville, FL, September 14, 2020 – The end of summer brings in a new exhibit at The Cade Museum. **BRAIN: The World Inside Your Head** will debut September 19th and be at The Cade through January 2, 2021.

The exhibit, which premiered at the Smithsonian Institute, allows visitors to take an unforgettable journey inside the head. Guests are transported into a giant brain where technology helps them learn more about the mind and how it works. Along the way, they will discover how the brain learns, the secrets of sleep, and the causes and cures for diseases. By the end of this experience-based adventure, visitors will enjoy a new appreciation of their own brain.

*"The Cade is excited to host this innovative exhibit, allowing guests to learn more about such an important part of our body. The brain is the center of all creativity and invention, so we are thrilled to bring this technology-based exhibition to Gainesville,"* said Stephanie Bailes, Executive Director.

In addition to the BRAIN exhibit, the museum's **MOON TO MARS** space theme continues through October 31st. Guests can enjoy both of these experiences for the next six weeks.

New Tuesday night programming starts at The Cade on September 15<sup>th</sup> and provides engaging STEAM enrichment every Tuesday. **Jr. Inventor Nights** help children (ages 6-9) become creative problem solvers. **Maker Nights** (open to youth makers 10+ and adults), offer guided projects and access to computers, 3D printers, laser cutters, craft supplies, and more.

To learn more about **BRAIN: The World Inside Your Head** and other exciting things happening at The Cade Museum, including the Sweat Solution exhibit, Fab Lab & Creativity lab, and more, visit [cademuseum.org/calendar](http://cademuseum.org/calendar).

The Cade continues to prioritize the safety and health of its guests and employees. Social distancing measures, extensive cleaning and sanitizing using state-of-the-art Violet Defense UV technology is being implemented throughout the museum.

### **About the Cade Museum**

In 2004, Dr. James Robert Cade and his family established the Cade Museum Foundation to build the Cade Museum for Creativity & Invention in Gainesville, Florida. The Cade's mission is to transform communities by inspiring and equipping future inventors, entrepreneurs, and visionaries. Dr. Cade, a physician at the University of Florida, was best known as the leader of the research team that invented Gatorade in 1965. The Cade Museum is located at 811 South Main Street, Gainesville, FL 32601. Visit [CadeMuseum.org](http://CadeMuseum.org) for more information.

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Transforming communities by inspiring and equipping future inventors, entrepreneurs and visionaries.

904 South Main Street  
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Invent possible**