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Beyond Rubik's Cube Exhibition Debuts at Liberty Science Center

Jersey City, NJ – April 30, 2014 – The much anticipated [Beyond Rubik's Cube](#) exhibition made its world debut on April 26 at Liberty Science Center with a special appearance by the Budapest inventor himself, Ernő Rubik. Guests on opening day had the rare opportunity to meet Professor Rubik where he shared inspiring remarks about his most well-known creation and its legacy.

The exhibition was made possible in part thanks to Liberty Science Center's long-time partner Bank of America who generously closed the funding gap needed to fabricate the \$5 million, 7,000-square-foot exhibition. After a seven-month stay at LSC, *Beyond Rubik's Cube* will embark upon a worldwide tour to other science centers and cultural institutions.

"*Beyond Rubik's Cube* gives New Jersey residents and visitors an opportunity to interact with science, technology, and engineering concepts in an engaging way," said Bob Doherty, New Jersey president, Bank of America. "As the state's first science museum and home of the nation's largest IMAX Dome Theater, Liberty Science Center never fails to deliver a one-of-a-kind educational experience for people of all ages."

The exhibition's opening was celebrated on the same evening in Manhattan as the iconic Bank of America Tower located at One Bryant Park displayed the colors of the cube.

"Liberty Science Center is grateful to Bank of America for their ongoing commitment for over a decade to our exhibitions and educational programs dedicated to exposing learners of all ages to the excitement of science and technology," said Paul Hoffman, LSC President and CEO, and Creative Director of *Beyond Rubik's Cube*.

Support for *Beyond Rubik's Cube* has been generously provided by Google, the government of Hungary, Judy and Josh Weston, Bank of America, Ernő Rubik, Rubik's Brand Ltd, Ernst & Young LLP, Jennifer A. Chalsty, Overdeck Family Foundation, Prudential, David Barry, Jim and Marilyn Simons, The Hariri Family, Public Service Electric & Gas Company (PSE&G), James J. Coleman, Jr., The Paul and Phyllis Fireman Charitable Foundation, The Horizon Foundation of New Jersey, Panepinto Properties & Guarini & Guarini, PNC Bank, John and Rose Cali, Alma DeMetropolis, Bruce and Rhonda Levy, Dr. and Mrs. William A. Tansley, III, Rodney C. Armstead, Connell Foley LLP, Kevin Cummings, The Geraldine R. Dodge Foundation, Paul and Eric Silverman, Carolyn and Bob Slaski, Tom and Anne Stanton, and The Star-Ledger.

About Liberty Science Center

Liberty Science Center (LSC.org) is a 300,000-square-foot learning center located in Liberty State Park on the Jersey City bank of the Hudson near the Statue of Liberty. Dedicated to bringing the excitement of science to people of all ages, Liberty Science Center houses 12 museum exhibition halls, a live animal collection with 110 species, giant aquariums, a 3D theater, the nation's largest IMAX Dome Theater, live simulcast surgeries, tornado and hurricane-force wind simulators, K-12 classrooms and labs, and teacher-development programs. More than half a million students, teachers, and parents visit the Science Center each year, and tens of thousands more participate in the Center's offsite and online programs. LSC is the most visited museum in New Jersey and the largest interactive science center in the NYC-NJ metropolitan area.

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