



MEDIA CONTACT

Mary Meluso

201.253.1335 | mmeluso@lsc.org

Rare Earth Mineral Found Below Liberty Science Center! Vitalis Ore Will Power the Next Generation of AI

This Halloween, Liberty Science Center invites guests to explore a spine-chilling “mine” packed with “Vitalis Ore” and other minerals, with Real Cash Prizes for those who find some

“Tunnel of Terror” debuts at LSC’s After Dark Series for Visitors 18+ on Oct. 9

JERSEY CITY, NJ – October 7, 2025 – Artificial intelligence relies on critical minerals like silicon, cobalt, lithium, and rare-earth elements such as neodymium and terbium. Now, *Liberty Corp.* claims it has discovered a new rare-earth mineral, Vitalis Ore, to power next-generation AI products and, remarkably, that a major deposit lies beneath Liberty Science Center in Jersey City.

Of course, the discovery of “Vitalis Ore” is a tongue-in-cheek tale created for Liberty Science Center’s new “Tunnel of Terror,” an immersive haunted mine experience debuting on Friday, October 9 at LSC’s After Dark series, before its full opening for all LSC visitors that weekend. LSC After Dark is the Center’s widely popular evening event series for visitors 18 and older, featuring cocktails, music, and exclusive after-hours access.

The “Tunnel of Terror” attraction is designed to thrill adult and teen audiences looking for a truly frightening experience, and, for the first time ever, a chance to win real money. In fact, its fictional storyline sets the stage for a Halloween adventure where visitors will venture underground, dodge crashing mine carts, squeeze through tight tunnels, and come face-to-face with eerie miners and mysterious creatures – with the goal of winning up to \$1,000.

To do so, guests will make their way through the “Tunnel of Terror” to reach an abandoned “mine sorting” room where “Vitalis Ore” and other “ore samples” are scattered throughout. Each visitor then selects one sample, many designated with a cash prize denomination, ranging from \$1 to \$1,000. The only way to find out what a visitor’s sample is worth is to bring it to a *Liberty Corp.* staff member for testing. With hundreds of cash-filled rocks waiting to be mined, every visiting “miner” leaves with something, but only a few will *strike it rich*.

The “Tunnel of Terror” is part of Liberty Science Center’s annual “Spooky Fest,” which kicks off October 11 and features family-friendly activities for all ages, including a Monster Mash Dance Party; *Boo!*, a Halloween Laser Show in the largest planetarium in the Western Hemisphere; *Ghostly Manor*, where visitors become the ghosts; a Potions Lab; and a Haunted Castle Train Ride.

For adults and teens craving a scare (and maybe some spending money), the *Tunnel of Terror* offers a uniquely chilling Halloween experience, no kids required.

For tickets and admissions information, visit www.lsc.org

About Liberty Science Center

Liberty Science Center ([LSC.org](https://lsc.org)) is a 300,000-square-foot, not-for-profit learning center located in Liberty State Park on the Jersey City bank of the Hudson near the Statue of Liberty. Dedicated to inspiring the next generation of scientists and engineers and bringing the power, promise, and pure fun of science and technology to learners of all ages, Liberty Science Center houses the largest planetarium in the Western Hemisphere, 11 museum exhibition halls, a live animal collection with 110 species, giant aquariums, a 3D theater, live simulcast surgeries, a tornado-force wind simulator, K-12 classrooms and labs, and teacher-development programs. More than 280,000 students visit the Science Center each year, and tens of thousands more participate in the Center's off-site and online programs. Welcoming more than 800,000 visitors annually, LSC is the largest cultural institution in New Jersey and the largest interactive science center in the NYC-NJ metropolitan area.