

**FOR IMMEDIATE RELEASE**

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***STAR TREK®: THE EXHIBITION Beams Away; City Prospers***  
***Nearly 79,000 visit blockbuster at The Tech Museum, funneling \$4.5 million to local economy***

**SAN JOSE – *STAR TREK®: THE EXHIBITION*** captivated visitors from the Bay Area and beyond, transporting 78,123 humans on an interstellar journey through 40 years of science, fiction and pop culture during its nearly six-month run at The Tech Museum and Parkside Hall, managed by Team San Jose.

While the exhibition was riveting, it was also enriching – literally. *Star Trek* pumped more than \$4.5 million into the San Jose’s economy through visitor spending at restaurants and entertainment hot spots, hotels and retail outlets, tourism bureau officials say.

“*Star Trek* captivates audiences like no other science fiction program before or since,” says Peter Friess, president of The Tech Museum. “It taps into our culture, our social values and, perhaps most important, our collective aspiration to be a better society. It’s no wonder the exhibition was a big hit in Silicon Valley, where building on the best ideas is the norm.”

The blockbuster exhibition brought together the original costumes, genuine props and authentic recreations of sets from all five *Star Trek* television series and 11 *Star Trek* feature films, including the new box office smash hit, which chronicles the early days of James T. Kirk and his fellow *U.S.S Enterprise* crew. The Tech Museum, in association with Team San Jose, hosted the exhibition’s only Bay Area appearance.

City leaders praised the museum and Team San Jose for its continued work to bring major, high-caliber shows to San Jose, helping to cement the city’s reputation as an arts and cultural destination.

“This blockbuster exhibit enriched the cultural offerings in San Jose and still continues to draw new audiences and visitors to our city,” Dan Fenton, CEO of Team San Jose, whose organization runs the San Jose Convention & Visitors Bureau, says. “The millions of dollars in economic impact continue to prove why San Jose is the hot spot for these types of events.”

*Star Trek* generated \$4,551,446 for a static downtown economy in the months following its October opening, according to figures by Team San Jose. The show was extended in January in response to demand and closed April 11.

Fans, many of whom visited in their favorite *Trek* costume, and first-timers lauded the exhibition as the ultimate experience for its authenticity and for its opportunities to learn about topics such as science & technology, cultural diversity, philosophy, creativity and the arts.

(HOLD for FAN REAX)

Stay tuned as The Tech Museum and Team San Jose prepare to announce the next blockbuster traveling exhibition before month's end.

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**About The Tech Museum**

□The Tech Museum is a hands-on technology and science museum for people of all ages and backgrounds. The museum – located in the Capital of Silicon Valley – is a non-profit learning resource established to engage people in exploring and experiencing technologies affecting their lives. Through programs such as The Tech Challenge, our annual team design competition for youth, and internationally renowned programs such as The Tech Awards presented by Applied Materials, Inc., The Tech Museum celebrates the Spirit of Silicon Valley by encouraging the development of innovative ideas for a more promising future.

**About Team San Jose**

Team San Jose's mission is to ensure that San Jose's Convention Center and Cultural Facilities are effectively managed to reduce costs, improve the local economy, and add value for our customers, residents, workers, and businesses within the City of San Jose. Team San Jose's board includes local hoteliers, organized labor, the arts and the Convention & Visitors Bureau.