FOR IMMEDIATE RELEASE
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*Rube Goldberg™: The World of Hilarious Invention! Exhibit* Makes World Premiere at Children’s Museum of Pittsburgh, Saturday, October 13, 2018

PITTSBURGH (October 4, 2018) – *Rube Goldberg™: The World of Hilarious Invention! Exhibit* makes its world premiere at 10:30 am on Saturday, October 13, 2018 at Children’s Museum of Pittsburgh. Created by the Children's Museum of Pittsburgh in partnership with the Heirs of Rube Goldberg, the exhibition showcases Pulitzer Prize winning humorist and inventor Rube Goldberg’s iconic contraptions and celebrates his humorous storytelling and inventive cartoons. The exhibition will be on display at Children’s Museum of Pittsburgh through May 5, 2019.

Inspired by Rube’s original illustrations, the exhibit contains a collection of new 3D, life-size machines and hands-on, interactive components that connect Rube’s iconic cartoon contraptions to the way things work in the physical world. These experiences provide insight into the legacy of Rube Goldberg and how classic engineering principles can be reimagined as entry points for deeper exploration of STEAM concepts for 21st century learning.

Visitors can activate and create crazy chain-reaction contraptions that use everyday objects to complete simple tasks in the most overcomplicated, inefficient and hilarious ways possible! Rube Goldberg machines are many things, but they aren’t perfect. Find the fun in failure as you step into the role of illustrator, storyteller and inventor. You’ll find these things and more in the exhibit:

- Sharpen a real pencil using a 3D version of Rube Goldberg’s "A Simple Way to Sharpen a Pencil"®
- See a Rube-inspired way to paint a picture in the 3D version of Ed Steckley’s “An Epic Way to Paint a Picture”®
- Move balls and ramps to trigger chain reaction machines in Wall Machines, then figure out how they work by resetting each part.
- Be inspired by Rube Goldberg’s drawing techniques to create your own hilarious cartoon in the Art Studio and then see how it looks at the Revolvometer.
- Pull ropes to start a series of musical chain reactions in the large-scale sound animation Music Machine.
- Step into one of Rube's iconic wearables, “Self-Operating Napkin.®”, for a one-of-a-kind photo op.

**Rube Goldberg™: The World of Hilarious Invention! Exhibit** is presented by PPG, locally sponsored by PAcyber with local underwriting support from the Fisher Fund of The Pittsburgh Foundation and the Richard King Mellon Foundation.

Children’s Museum of Pittsburgh is open Sunday to Saturday from 10:00 am to 5:00 pm. Admission is $16 for adults, $14 for children 2-18 and senior citizens. Children under two are free. The Museum is located on Pittsburgh’s historic North Side at 10 Children’s Way, Pittsburgh, PA 15212. For more information, please call (412) 322-5058 or visit the Museum website [www.pittsburghkids.org](http://www.pittsburghkids.org).

**About Children’s Museum of Pittsburgh**
Children’s Museum of Pittsburgh is a place that delights and inspires children, where they can take off on fantastic flights of imagination daily, and return to earth to hammer a nail and ink a silkscreen. With 80,000 square feet of space, the Museum welcomes more than 306,000 visitors annually and provides tons of fun and loads of “real stuff” experiences for play and learning. Permanent hands-on, interactive exhibit areas at the Museum include The Studio, Theater, Waterplay, Attic, Nursery, Backyard and MAKESHOP®. The Museum's award-winning, three-story, center building is screened by a shimmering wind Sculpture and connects two historic structures (Allegheny Post Office Building & the Buhl Building). In 2006, the Museum became a certified green building and was honored by the American Institute for Architects and the National Historic Preservation Trust. In 2015 the Museum was named as one of the nation’s fifteen top children's museums by Parents magazine and in 2017 was Voted One of the Nation’s Ten Best Museums for Families in USA Today 10Best Reader’s Choice Contest for Best Museum for Families in America.

**About Rube Goldberg, Inc.**
Rube Goldberg, Inc. is dedicated to keeping laughter and invention alive through the legacy of its namesake. Annual competitions, image licensing, merchandising, and museum and entertainment opportunities continue to grow and enhance the brand. At the helm is Rube’s granddaughter, Jennifer George, whose best-selling book on her grandfather, The Art of Rube Goldberg, is now in its fourth printing. RGI is a not-for-profit 501(c)3 dedicated to promoting STEM & STEAM education for students of all ages.

**About Rube Goldberg**
Rube Goldberg (1883-1970) was a Pulitzer Prize winning cartoonist best known for his zany invention cartoons. He was born in San Francisco on the 4th of July, 1883 – and graduated from
U. Cal Berkeley with a degree in engineering. His first job at the San Francisco Chronicle led to early success, but it wasn’t until he moved to NYC and began working for Hearst publications that he became a household name. Rube Goldberg is the only person ever to be listed in the Merriam Webster Dictionary as an adjective. It’s estimated that he did a staggering 50,000 cartoons in his lifetime.