



Museum of Nature and Science

**TELLING THE STORY OF A LEGENDARY SCIENTIST AND CONSERVATIONIST,
“BECOMING JANE: THE EVOLUTION OF DR. JANE GOODALL” EXHIBITION
MAKES ITS TEXAS DEBUT AT THE PEROT MUSEUM OF NATURE AND SCIENCE MAY 20-SEPT. 5**

Through highly interactive experience, Perot Museum celebrates the indelible legacy of Dr. Goodall and affirms its commitment to bringing world-class exhibitions to inspire next generation of STEM leaders

DALLAS (April 26, 2022) – In celebration of its 10th Anniversary and continued commitment to STEM workforce development, the Perot Museum of Nature and Science presents “Becoming Jane: The Evolution of Dr. Jane Goodall,” running May 20-Sept. 5, 2022. World-renowned conservationist and ethologist Dr. Jane Goodall – who has famously studied chimpanzees in the wild for more than 60 years – is celebrated in this special exhibition, produced in partnership with the National Geographic Society and the Jane Goodall Institute.

“As we continue to commemorate our 10th Anniversary, we are committed to bringing world-class exhibitions, such as ‘Becoming Jane,’ to the Museum because experiential learning is essential to building the most talented and diverse STEM workforce,” said Dr. Linda Silver, Eugene McDermott Chief Executive Officer of the Perot Museum. “This exhibition and its exploration of Dr. Goodall’s legacy offers enriching educational experiences to inspire minds of all ages.”

Dr. Goodall, DBE, founder of the Jane Goodall Institute and a UN Messenger of Peace, dedicated her career to studying the lives of chimpanzees. Widely known for her innovative approach to animal behavior research, Dr. Goodall traveled to what is now Tanzania’s Gombe Stream National Park and immersed herself in observing chimpanzees in their natural habitat. Rather than seeing the animals as subjects, she came to regard them as individuals with personalities and emotions – a notion once rejected by the scientific world, yet now considered revolutionary. A woman ahead of her time, Dr. Goodall’s story – one of fearless determination, curiosity, the pursuit of knowledge and a passionate love of the natural world – has resonated with generations of people around the globe.

“Becoming Jane” explores Dr. Goodall’s life, from her early years as an intrepid young woman with a dream to learn about animals in Africa, to establishing herself as a renowned scientist in Gombe, Tanzania, to her present role as an activist and mentor for creating a better world for life on Earth.

“What’s remarkable about Dr. Goodall is how young she was when she began her research in Africa, and with little scientific training in a male-dominated industry,” said Dr. Silver. “She is an exemplary role model, specifically for young women in science. Visitors to this exhibition from all backgrounds will be impacted by her unprecedented accomplishments and bold tenacity.”

As guests enter the exhibition, they embark on a journey to the jungles of Africa via a multiscreen experience that introduces Dr. Goodall’s extraordinary work, alongside surprising encounters with virtually rendered chimpanzees. Nearby, a life-size replica of Dr. Goodall’s research tent provides a hands-on experience where visitors can envision themselves as scientists jotting down observations in their field journals. In addition to an immersive projection of Tanzania’s Gombe Stream National Park, the exhibition features a variety of interactive augmented reality (AR) activities, including one where visitors can test their skills at matching the “chimp chat” of a chimpanzee.

A makeshift campsite beckons guests to gather around as they hear from a hologram-like projection of Dr. Goodall who shares her memories of Gombe and recalls her thoughts, feelings, impressions and lessons learned while living among chimpanzees. Guests can also get updates on the current state of Gombe Stream National Park and the chimpanzee range in Africa, along with the work of the innovative

scientists and conservationists who are following in Dr. Goodall's footsteps.

"Jane Goodall has been inspiring National Geographic audiences, young and old, for over half a century," said Kathryn Keane, vice president of public programming at the National Geographic Society. "This exhibition allows us to experience her amazing life story in a highly personal and powerful way. Through immersive media, authentic scenic and interactives, this exhibition takes visitors into the field and around the world with Jane, walking in her shoes and experiencing her powerful message of hope firsthand."

The exhibition concludes with a call to action from Dr. Goodall to join her, the Jane Goodall Institute and National Geographic in an effort to ensure a more sustainable future for all. Visitors to the exhibition can join Dr. Goodall in her efforts to conserve the natural world by pledging to make a positive change in their daily routines and contributing to the Tree of Hope.

"Becoming Jane" is supported locally by the Dallas Tourism Public Improvement District and, in part, by the City of Dallas Office of Arts and Culture.

HOURS. The Museum is open daily (except Tuesdays). Hours are 10 a.m.-5 p.m. on Monday and Wednesday-Saturday and 11 a.m.-5 p.m. on Sunday. From Memorial Day-Labor Day (May 30-Sept. 5), the Museum will open daily from 10 a.m.-5 p.m. Monday-Saturday and from 11 a.m.-5 p.m. Sunday. Member-only mornings provide exclusive access from 9-10 a.m. every Saturday and 10-11 a.m. every Sunday.

TICKETS. Museum general admission is \$25 for adults and \$15 for youth (2-12). Museum general admission is free for members. Children under 2 are always free. "Becoming Jane" requires an additional ticket of \$8 for adults, \$6 for youth (2-12) and free for children under 2. Member tickets for "Becoming Jane" are \$5 for all age levels. *Tickets are timed entry and available on a first-come, first-served basis. To avoid sellouts, visitors are strongly encouraged to purchase advanced tickets at perotmuseum.org.*

The Perot Museum is located at 2201 N. Field Street in Dallas, Texas. For parking information and other details, visit perotmuseum.org or call 214-428-5555.

NOTE: To obtain the news release, Perot Museum fact sheet, photos and more, please go to perotmuseum.org/press.

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About the Perot Museum of Nature and Science. A top cultural attraction in Dallas/Fort Worth and a Michelin Green Guide three-star destination, the Perot Museum of Nature and Science is a nonprofit educational organization located in the heart of Dallas, Texas. With a mission to inspire minds through nature and science, the Perot Museum delivers exciting, engaging and innovative visitor and outreach experiences through its education, exhibition, and research and collections programming for children, students, teachers, families and life-long learners. A trusted science resource for all of North Texas, the Museum is committed to preparing the next generation of STEM workers by supporting K-12 schools and educators through highly accessible programs. The 180,000-square-foot facility in Victory Park opened in December 2012 and is now recognized as the symbolic gateway to the Dallas Arts District. Future scientists, mathematicians and engineers will find inspiration and enlightenment through 11 permanent exhibit halls on five floors of public space; a children's museum; a flexible-space, traveling exhibition hall; and a theater. Designed by 2005 Pritzker Architecture Prize Laureate Thom Mayne and his firm Morphosis Architects, the Victory Park museum has been lauded for its artistry and sustainability. To learn more, please visit perotmuseum.org.

About Dr. Jane Goodall. Jane Goodall was born on April 3, 1934 in London, England. At the young age of 26, she followed her passion for animals and Africa to Gombe, Tanzania, where she began her landmark study of chimpanzees in the wild – immersing herself in their habitat as a neighbor rather than a distant observer. Her discovery in 1960 that chimpanzees make and use tools rocked the scientific world and redefined the relationship between humans and animals. In 1977, she established the Jane Goodall Institute (JGI) to advance her work around the world and for generations to come. JGI continues the field research at Gombe and builds on Dr. Goodall's innovative approach to conservation, which recognizes the central role that people play in the well-being of animals and the environment. In 1991, she founded

Roots & Shoots, a global program that connects young people in more than 50 countries to be conservation activists in their daily lives. Today, Dr. Goodall travels the world, speaking about the threats facing chimpanzees, other environmental crises, and her reasons for hope. In her books and speeches, she emphasizes the interconnectedness of all living things and the collective power of individual action. Learn more about Dr. Goodall at janegoodall.org and on social media @JaneGoodallInst.

About the Jane Goodall Institute. *The Jane Goodall Institute (JGI) is a global, community-centered conservation organization founded in 1977 that advances the vision and work of Dr. Jane Goodall in over 30 countries around the world. We aim to understand and protect chimpanzees, other apes and their habitats, and empower people to be compassionate citizens in order to inspire conservation of the natural world we all share. JGI uses research, collaboration with local communities, best-in-class animal welfare standards, and the innovative use of science and technology to inspire hope and transform it into action for the common good. Through our Roots & Shoots program for young people of all ages, now active in over 50 countries around the world, JGI is creating an informed and compassionate critical mass of people who will help to create a better world for people, other animals and our shared environment. Learn more about the Jane Goodall Institute at janegoodall.org and about Roots & Shoots at rootsandshoots.org.*

About the National Geographic Society. *The National Geographic Society is a global nonprofit organization that uses the power of science, exploration, education and storytelling to illuminate and protect the wonder of our world. Since 1888, National Geographic has pushed the boundaries of exploration, investing in bold people and transformative ideas, providing more than 15,000 grants for work across all seven continents, reaching 3 million students each year through education offerings, and engaging audiences around the globe through signature experiences, stories and content. To learn more, visit www.nationalgeographic.org or follow us on Instagram, Twitter and Facebook.*

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