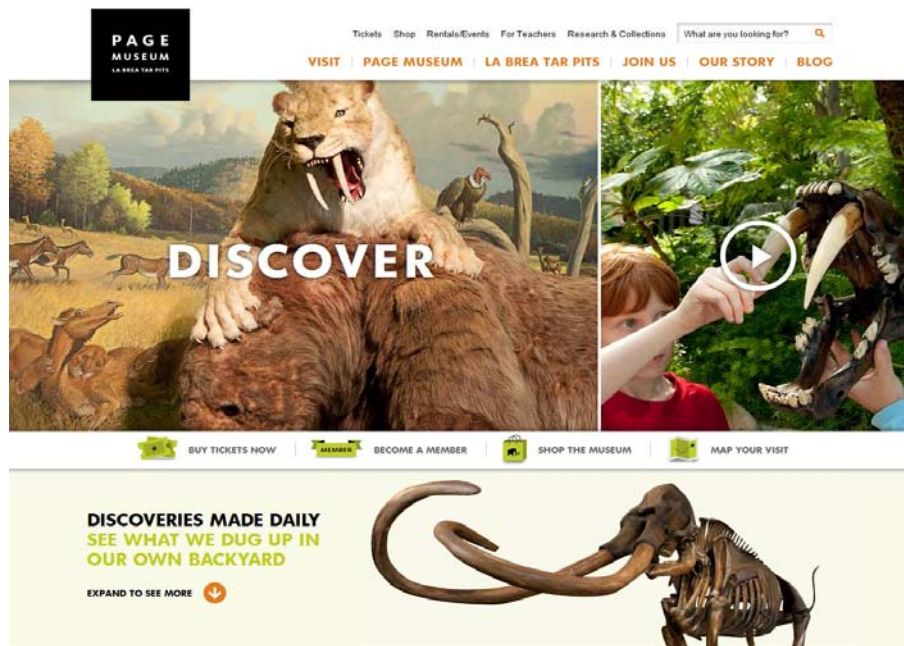


## PAGE MUSEUM AT THE LA BREA TAR PITS LAUNCHES NEW WEBSITE DECEMBER 12, 2012

*Redesigned Site ([www.tarpits.org](http://www.tarpits.org)) Uses Video and Interactive Components to Show Latest Research and Museum's Connection to Ongoing Excavations and Discoveries Outside*

*New Features Include Interactive Maps, Downloadable Scavenger Hunts and Study Guides for Teachers, Online Ticketing, Increased Accessibility for Mobile Devices*

Los Angeles, CA—The Page Museum at the La Brea Tar Pits will launch a completely redesigned website Monday, December 12, 2011 to better represent the range of experiences inside and outside the museum, and make its offerings accessible to people of all ages. The Page attracts 355,000 visitors annually, from Southern California and around the globe. Its asphalt seeps represent the only consistently-active and urban Ice Age excavation site in the world, telling the story of life in the mid-Wilshire area, 40,000 years ago until now.



The new site provides bold new photography, video tours, multi-media content, and greater ease of use for visitors of all ages. What the site also does is connect the indoor and outdoor experiences Hancock Park. Outside in the park, those experiences include the ongoing excavation at Project 23, the historic dig sites still in public view, and the Pleistocene Garden (an Ice Age landscape planted with evidence from fossilized seeds preserved by the asphalt). The new website chronicles and visualizes these, then reveals their relationship to the inside of the Page Museum — the way, for instance, that fossils from the excavations are prepared and studied in the see-through Fishbowl Lab, and how Page Museum educators and docents, who often are excavators themselves, can bring the Museum experience to life for its visitors.

The photos and videos showcase not only the well-known Page Museum collections of saber-toothed cats, dire wolves, and mammoths. They also illuminate the museum's staff scientists and their active and ongoing research, bringing the relevancy and immediacy of this work into the visitor's experience. It is a more contextual, accessible approach to exhibits and programs, as both the Natural History Museum of Los Angeles County and the Page Museum focus on becoming communicators of science — compelling exhibits and programs coupled with an emphasis on the scientific process.

“Paleontology usually takes place behind the scenes. What this website does so well is open up the process,” says Jane G. Pisano, President and Director of the Natural History Family of Museums. “Visitors to the site, just like visitors to the Page Museum, can see the journey from excavation in the field to lab research. We wanted the site to parallel the Page Museum's experience — a journey from the live nature and scientific discovery that happens outside, to the research and exhibits inside, and the connections between the two.”

New features at [tarpits.org](http://tarpits.org) include:

- Videos of Page Museum and excavations
- Ongoing updates of new discoveries, as they are made, in Project 23
- Downloadable scavenger hunts and teacher guides
- Interactive map of campus (Page Museum, Hancock Park, tar pits)
- Expanded “Plan Your Visit” section for online ticketing and groups sales reservations
- Suggested itineraries for visitors
- The blog favorite, Excavatrix, written by Project 23 excavators
- Descriptions of ongoing research by Page Museum staff and visiting researchers
- Chronological overview of La Brea Tar Pits and surrounding area
- Calendar of ongoing and special events at the Page

The website redesign was led by Los Angeles-based interactive agency Hello Design. Content, website development, and technical support were provided by NHM's in-house web team and Page Museum paleontologists and educators. “From an experiential standpoint, we wanted the site to visually engage with videos and photography, and offer visitors ways to explore the exhibits, the lab area, the gardens, and the excavation that happens there every day,” says David Lai, Hello Design's CEO/Creative Director. “We also wanted people visiting the tar pits outside to come inside the Page to get the complete experience and story around the Ice Age.”

## **ABOUT THE PAGE MUSEUM AT THE LA BREA TAR PITS**

The Page Museum is a unique on-site museum — a place where fossils are discovered, prepared, and displayed in one place. All year long, visitors can watch paleontological excavators carefully extract fossils of animals trapped in the seeps 10,000 to 40,000 years ago. Inside the Museum is the next step of process, as scientists and volunteers clean, repair, and identify those fossils — including the bones of “Zed,” the most complete Columbian mammoth ever found in the seeps — in the transparent Fishbowl Lab. The Museum then displays the final result: extraordinary specimens of extinct saber-toothed cats, mammoths, dire wolves and mastodons, as well as still-living small mammals, plants, insects and reptiles.

*5801 Wilshire Boulevard, Los Angeles, CA, 90036. Open seven days a week from 9:30 a.m. to 5 p.m. Members, children 4 and under, EBT cardholders with ID, CA teachers, and active military are admitted free. Children 5-12 are \$5. Youth 13-17, seniors 62+ and college students with ID are \$8. Adults \$11. Visit the Page Museum’s website at [www.tarpits.org](http://www.tarpits.org) or call (323) 934-PAGE.*

### **Pit 91 Viewing Station (outside)**

10 am - 4 pm

*An excavation site with undisturbed fossils still in the ground.*

### **Guided Tours (start inside, then explore Museum or Hancock Park)**

Weekdays: 1 pm and 3 pm

Weekends: 11 am, 1 pm, and 3 pm

### **Fishbowl Lab (inside)**

9:30 am – 5 pm

*Watch Page paleontologists work.*

### **Project 23 (outside)**

Always open

*Live excavation seven days a week.*

### **Pleistocene Garden (outside)**

Always open

*See what L.A. looked like in the Ice Age! This was planted according to fossil seeds excavated from Pit 91.*

## **DECEMBER EVENTS AT THE PAGE MUSEUM**

### **Book Signing and Tour**

*Thursday, December 15. 6:00 pm, lecture. An informal, behind-the-Scenes tour follows lecture at 7:00 pm. Free.*

The people, politics, and events that shaped what is now known as Hancock Park are equally captivating topics. All will be explored in a talk by author and Museum Archivist, Cathy McNassor. The book, *Los Angeles’s La Brea Tar Pits and Hancock Park*, deals extensively upon the

photographic resources of the Natural History Museum of Los Angeles County and the Page Museum at the La Brea Tar Pits.

**Ice Age Encounters**

Monday and Tuesday, December 26 and 27, *11:00 am, 12:30 pm and 1:45 pm; free with Page admission*

The life-sized Saber-Toothed Cat puppet is returning to the Tar Pits where he once lived with three special presentations. The Saber-Toothed Cat puppet was designed in a unique collaboration between Page paleontologists and Jim Henson's Creature Shop (creators of *Where the Wild Things Are* and *Dino Train*).