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Press Release
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TESLA LIVES!
ELECTRIC, INVENTIVE, A LITTLE BIT STRANGE
New, Live Show at Discovery World

Milwaukee, WI - Filling the stage with 20 million volts of roaring, crackling, sizzling electricity, a new live theater show ***TESLA LIVES!*** delivers an energetic and sometimes humorous glimpse into how our modern world was designed by the godfather of the 21st century, Nikola Tesla. Through Discovery World's latest theater production, audiences will meet the genius who invented the modern world and find the genius within themselves.

The show's framework is set-up like a training class for innovators. Lead by a captivating professor, audiences witness Tesla "perform" at the Chicago World's Fair of 1893. Lucky audience volunteers are invited onto the stage to participate in amazing demonstrations of light, power, and magnetic fields. With recreations of lightning and his 19th century inventions, the show is an inspiration to anyone wishing to set free their own creativity and ideas.

"Our goal is to bring out the Tesla in you and stimulate your creativity and scientific abilities, just like Nikola Tesla " comments Paul Krajniak, Executive Director of Discovery World. **"This is what Discovery World does best."**

With 21st century ideas in a 19th century world, the Serbian born inventor Nikola Tesla worked at building the future while others (such as Edison) were dabbling with Victorian concepts such as the light bulb. In fifty-five blazing minutes, audiences see how Tesla was the first to originate wireless communication, radio, x-rays, neon lighting, A/C power, and how his last great work was to give the world free, wireless electricity. ***TESLA LIVES!*** unveils myth and history buried in the sands of time.

Dr. Jovan Jevtic, MSOE Assistant Professor of Electrical Engineering and Computer Science, had this to say about Tesla: **"As a boy, I asked myself if everything about Tesla was a myth. Now, after exploring his scientific ideas as an adult and a scientist, I've discovered that nothing about Tesla is a myth...all of his amazing ideas are real."**

In the recent steampunk film, *The Prestige*, Nikola Tesla was featured and played by David Bowie. Films such as these, along with books, websites, museums, and a dedicated army of Tesla connoisseurs, celebrate his genius. Discovery World and ***TESLA LIVES!*** celebrates too, taking the lone, forgotten inventor and inspiring us to call him a hero, pursue our own ideas, and see electricity in new ways.

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Public performances of ***Tesla Lives!*** are held on weekends and will be a regular offering. The show is also available for corporate and private functions. Please visit www.discoveryworld.org for pricing, showtimes, and general information. ***Tesla Lives!*** is intended for adults, teens and children over age six.

About Discovery World

Discovery World connects people with innovation, science, technology and the environment with exploration and education through interactive exhibits and experiential learning programs. Key features in the facility include interactive science, technology and freshwater exhibits, innovation labs, high-def theaters, television and audio studios as well as fresh and saltwater aquariums. Discovery World is also home to Wisconsin's Flagship the *S/V Denis Sullivan*. To find out more call (414) 765-9966 or visit www.discoveryworld.org.

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