



# THE PALEY CENTER FOR MEDIA

## **THE PALEY CENTER FOR MEDIA PRESENTS:** *So Good You'll Scream! A Shark Week Exhibit at the Paley Center*

**Exclusive Exhibit to Feature Jawsome Shareable Shark Moments**

**Limited Engagement at the Paley Center July 20-28 with Free Admission**

**NEW YORK, NY, July 2, 2019** – The Paley Center for Media today announced that it will take visitors deep below the ocean's surface and into the natural habitat of one of nature's most celebrated—and often misunderstood—creatures when it opens the new exhibit *So Good You'll Scream! A Shark Week Exhibit at the Paley Center*. The exclusive engagement, which is free and open to the public, will have a limited run at the Paley Center's New York location July 20 through July 28.

“Sharks will be invading the Paley Center this July and we couldn't be more thrilled,” said Maureen J. Reidy, the Paley Center's President & CEO. “We're proud to team up with Discovery for this special look at television's longest-running and most-anticipated summer event.”

“*SHARK WEEK* is one of the most celebrated summer television events and we're excited to share our love of sharks with the Paley Center in honor of this pop culture phenomenon,” said Nancy Daniels, Chief Brand Officer, Discovery & Factual.

*So Good You'll Scream!* will feature a photo wall with this year's *SHARK WEEK* mascot Puffy the Puffer, a sand-sculpted shark, photo gallery of shark species, an Instagram-able photo op with a hungry great white, an amazing 30,000 shark tooth exhibit, a fingerprint whale shark wall, shark trivia and VR content, and much more!

Also featured will be special screenings including a sneak preview of *Extinct or Alive: Lost Shark* and arts and craft activities for kids and families.

This year's *SHARK WEEK* will kick off on Discovery Channel on Sunday, July 28<sup>th</sup> and will continue through Sunday, August 4<sup>th</sup>, featuring a packed celebrity lineup and unprecedented access to some of the most exotic places in the world.

Every year the Paley Center presents exhibits that offer a unique combination of artistry and entertainment and give visitors a behind-the-scenes look at the creative process that brings their favorite television programs to life.

For more information on *So Good You'll Scream!* please visit [paley.me/sharkweek](http://paley.me/sharkweek)

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### **About The Paley Center for Media**

The Paley Center for Media, a 501(c)(3) nonprofit organization with locations in New York and Los Angeles, leads the discussion about the cultural, creative, and social significance of television, radio, and emerging platforms. Drawing upon its curatorial expertise, an international collection, and close relationships with the leaders of the media community, the Paley Center examines the intersections between media and society. The general public can access the Paley Center's permanent media collection, which contains over 160,000 television and radio programs and advertisements, and participate in programs that explore and celebrate the creativity, the innovations, the personalities, and the leaders who are shaping media. Through the global programs of its Media Council and International Council, the Paley Center also serves as a neutral setting where media professionals can engage in discussion and debate about the evolving media landscape. Previously known as The Museum of Television & Radio, the Paley Center was founded in 1975 by William S. Paley, a pioneering innovator in the industry. For more information, please visit [paleycenter.org](http://paleycenter.org)