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FOR IMMEDIATE RELEASE

**American Adventure Opens at the Mercer Museum**  
*Do You Have What it Takes To Survive?*

DOYLESTOWN, PA: (January 28, 2016) – The Mercer Museum will host the traveling exhibition, *American Adventure* from Saturday, January 30 until Sunday, June 12. The exhibit puts visitors into the shoes of the original American colonists and challenges them to survive for one year, in this realistic role-play adventure. Sound easy? Think again...

Of the original 104 settlers who arrived in the spring of 1607, fewer than 40 survived the first twelve months. Visitors will wind their way through interactive galleries set within a challenging 2500 square foot maze, while struggling to overcome demands on their knowledge and decision-making skills. A telltale Life Chart hanging around each visitor's neck reveals their health is starting to suffer. Earning or losing points at each turn of the maze, the goal is to make it past more than two dozen test spread out over the four seasons. In each gallery, participants will engage in hands-on activities like navigating the Rocky Falls Climbing Wall, flying over the water in the Ship to Shore Zip Slide and discovering native plants and animals in the Wilderness Survival Challenge.

Created by Seattle-based Minotaur Mazes and the Virginia Living Museum, *American Adventure* provides an illuminating window into the tough, bewildering natural landscape that bedeviled so many of America's first English settlers. With a little luck, and most likely a few attempts, visitors may avoid slipping into the danger zone where their next decision could be life or death.

In conjunction with the exhibit, early colonial tools from the Mercer Museum's collection, along with images showing the tools in use will be on display. In addition, the Mercer will host the program, *Shipboard Foods of the 1600s* on Saturday, March 5 at 1 p.m. In the program, Food Historian, Susan Plaisted will discuss what the first Jamestown colonists ate aboard their vessel during their journey to America.

Visitors can also try their hand at some tasks and tools used by the early colonists to survive in the New World at the Mercer's "Expedition Cart." The activities take place on various Sundays from 2-4 p.m. throughout the run of the exhibit. Try-it activities include *Light and Fire-making* (January 31), *Water Compass* (February 21) and *Working Wood* (March 20).

*American Adventure* is generously sponsored by Visit Bucks County.

*American Adventure* is included with museum admission. Mercer Museum admission is \$14 for adults, \$12 for seniors (65+) and \$8 for youth (6-17).

### **About Mercer Museum**

The Mercer Museum, one of Bucks County's premier tourist attractions, offers visitors a unique window into pre-Industrial America as seen through the implements used in everyday life. The Museum's collection includes more than 40,000 objects exhibiting the tools of more than 60 different crafts and trades, providing one of the world's most comprehensive portraits of material culture in America. The Mercer Museum celebrates its 100<sup>th</sup> anniversary in 2016. The museum is located at Pine Street & Scout Way in Doylestown and is open for self-guided exploration 7 days a week. For more information, call 215-345-0210, or visit: [www.mercermuseum.org](http://www.mercermuseum.org).

### **About Minotaur Mazes**

Minotaur Mazes is a Seattle-based, worldwide traveling exhibitions company specializing in complete, interactive exhibition experiences within a maze setting. Mazes are engaging both mentally and physically, and a tactile experience helps visitors young and old retain ideas long after they have left the exhibit. Minotaur is committed to crafting quality, creative exhibitions that introduce ideas of sustainability and personal responsibility for the world and its people.

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