



AMERICA'S CAR MUSEUM®

America's Car Museum Goes Virtual with 'Green'-themed Road Trip Challenge Kiosk

Fun, new national educational tool designed to help students learn about alternative, renewable and sustainable fuels and energy sources

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TACOMA, Wash. (Nov. 1, 2016) – America's Car Museum (ACM) is letting guests go on a virtual, eco-themed educational car adventure in a red 1998 Mustang, thanks to its new, free Road Trip Challenge (RTC) app.

Road Trip Challenge was created to teach smart strategies for energy use, allowing users to have fun on a virtual cross-country road trip to various museums, including AMC. In the game, a driver chooses a route and along the way they learn about switchgrass, ethanol, biofuels and alternative energy sources. Responsible environmental choices have to be made to complete the journey with plenty of Energy Credits to spare. However, making poor choices might leave the driver stranded.

The [RTC app](#) can be downloaded onto an iPad or visitors to ACM can stop by the Family Zone and play the game on its RTC kiosk, which was designed by local students at Renton Technical College.

“ACM is featured in Road Trip Challenge as a part of a national collaboration with other museums to help students, particularly elementary and middle school students, learn more about alternative, renewable and sustainable fuels and energy sources,” said Debbie Kray, ACM's education manager. “Our education team created a leg from ACM to the Science Factory to explore clean hydroelectric power and renewable energy fueling electric vehicles. Other museums created additional road trips to explore other alternative energy sources, especially biofuels concepts.”

RTC is part of a larger national program called “Farming for Fuels,” which is funded through the Creative Discovery Museum of Chattanooga, Tennessee, with support from the U.S. Department of Energy's BioEnergy Science Center.

“We hope users will find this application a fun conversation starter for discussion about the fuels we use and how we might power our future,” said Kray. “ACM is also using Farming for Fuels curriculum in Museum programs and family STEM days and STEM fairs at school.”

For more information on ACM's Road Trip Challenge, visit americascarmuseum.org.

About LeMay – America's Car Museum (americascarmuseum.org)

America's Car Museum (ACM), an entity of America's Automotive Trust, is an international destination for families and auto enthusiasts to celebrate America's love affair with the automobile and learn how it shaped our society. Based in Tacoma, Wash., the stunning 165,000-sq.-ft. facility has been recognized as one of *MSN's* 10 Best Automotive Museums worldwide, *USA Today's* 10 Best Museums in Seattle and *KING 5's* 2015 Best Museum in Western Washington. ACM serves as

an educational center for students of all ages, features 12 rotating exhibits and hosts five annual Signature Events. For more information, visit americascarmuseum.org.

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