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DENSO Sponsors Free General Admission at the Michigan Science Center to Celebrate Earth Day

SOUTHFIELD, Michigan – [DENSO](#), the world's second largest mobility supplier, is sponsoring a free general admission day at the [Michigan Science Center](#) (MiSci) in honor of Earth Day and DENSO's long-time commitment to sustainability. The free admission day is on Saturday, April 20, 2019, from 10 a.m. – 5 p.m. Pre-registration is required and available now at [Mi-Sci.org](#).

DENSO launched its first environmental policy and action plan, coined ECO VISION, in 1997 to outline its global sustainability targets. The most recent version, [ECO VISION 2025](#), aims to help resolve environmental and energy issues, and conduct eco-friendly business.

“As DENSO shapes the future of mobility, we’re also focused on ensuring our solutions help preserve our planet. Sustainability has been one of our core values since our founding. That’s why we’re excited to offer free admission to our community members and give them access to a place dedicated to inspiring all ages to discover, explore and appreciate science and our planet,” said Kenichiro Ito, senior executive officer for DENSO Corporation and chief executive officer of DENSO's North American Headquarters.

MiSci's free admission day includes access to more than 250 hands-on exhibits, live stage shows, the Smithsonian's Spark!Lab, Kids Town gallery, STEM Playground, and Space gallery. Earth Day activities include stomp rockets, pocket solar system, static electricity and much more. The event also marks the grand opening of *Global Soundscapes* in the Toyota Engineering 4D Theater. *Global Soundscapes* is an ear-opening journey into the science of sound and the emerging field of soundscape ecology. All showings will be free on April 20, courtesy of DENSO. Space is limited and tickets will be available on a first come, first served basis.

“We’re excited to share our passion for science with the Metro Detroit community. The free admission day is a perfect way to kick off Earth Day celebrations and gives all ages an opportunity to become Earth scientists,” said Michigan Science Center Chief Learning Officer Cassie Byrd. “We

thank DENSO for providing free access to the MiSci experience, especially in honor of environmental protection.”

About DENSO

DENSO is a \$48.1 billion global mobility supplier that develops advanced technology and components for nearly every vehicle make and model on the road today. With manufacturing at its core, DENSO invests in its 220 facilities in 35 countries to produce thermal, powertrain, mobility, electrification, & electronic systems, to create jobs that directly change how the world moves. The company's 170,000+ employees are paving the way to a mobility future that improves lives, eliminates traffic accidents, and preserves the environment. Globally headquartered in Kariya, Japan, DENSO spent 8.8 percent of its global consolidated sales on research and development in the fiscal year ending March 31, 2018. For more information about global DENSO, visit <https://www.denso.com/global>.

In North America, DENSO employs 24,000+ engineers, researchers and skilled workers across 31 sites in the U.S, Canada and Mexico. In the United States alone, DENSO employs 17,000+ employees across 13 states and 25 sites. Headquartered in Southfield, Michigan, in fiscal year ending March 31, 2018, DENSO in North America generated \$10.9 billion in consolidated sales. Join us, and craft not only how the world moves, but also your career. For more information, go to <https://www.denso.com/us-ca/en/>.

About the Michigan Science Center

The Michigan Science Center (MiSci) inspires nearly 300,000 curious minds of all ages every year through STEM (science, technology, engineering, and math) discovery, innovation and interactive education in Detroit and across the state of Michigan. As the STEM hub of the state, MiSci focuses on developing and introducing expanded education programs, exhibits, and initiatives that empower and enrich all children and all communities with STEM. Through our Traveling Science Program and distance learning initiative, ECHO, we are expanding beyond our Detroit-based facility, with a goal of reaching all 83 counties of Michigan. With the Toyota Engineering 4D Theater, live stage shows, a Planetarium, lab activities, 250+ hands-on exhibits, and more, there are dozens of ways to customize your MiSci visit. The Michigan Science Center is a 501(c)(3) nonprofit organization and does not receive support from the city of Detroit or the state of Michigan. For more information, please call 313.577.8400 or visit the website, Mi-Sci.org.

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