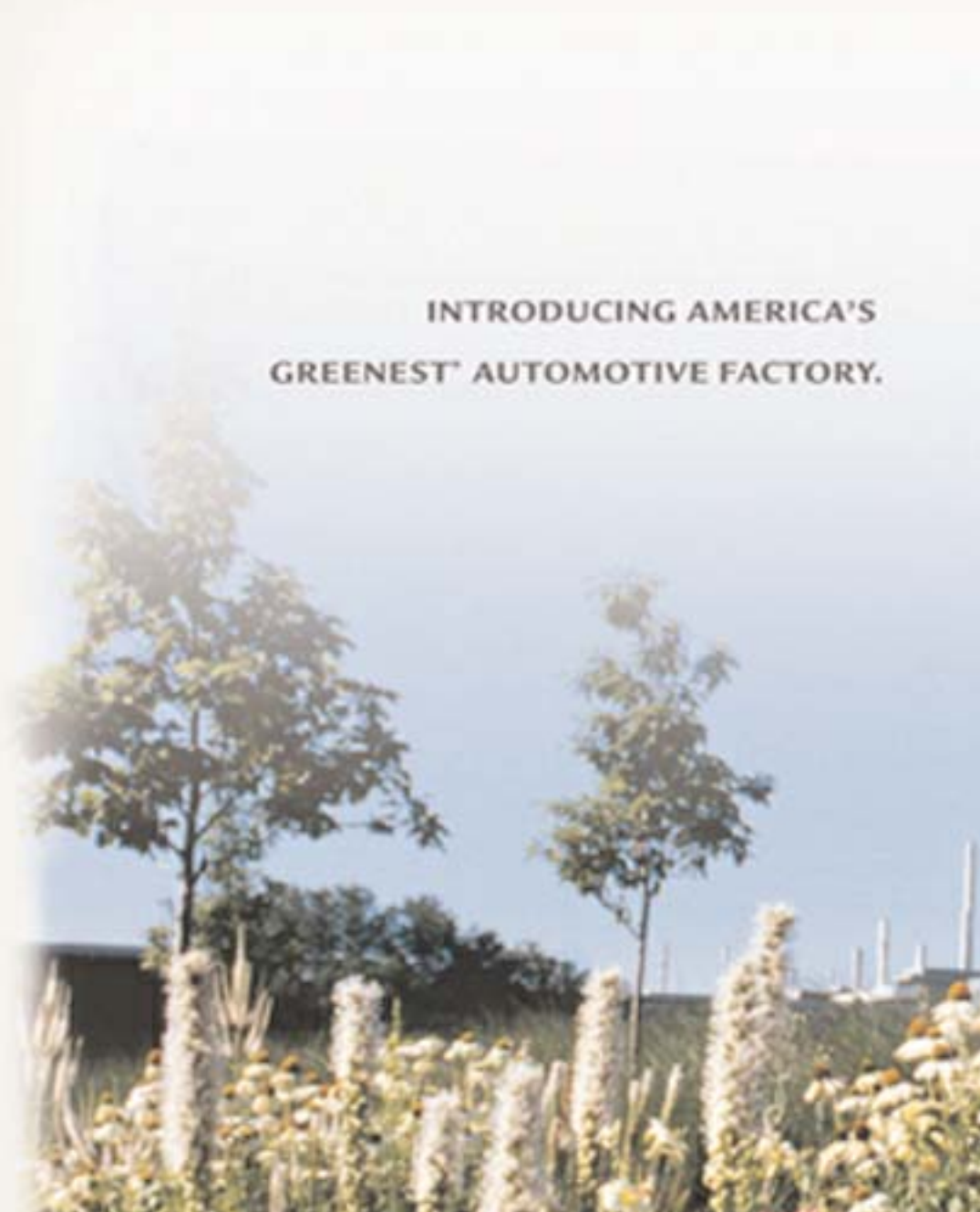




Join us for a tour of the American destinations, landmarks, and oddities where science is a cornerstone of the culture. From a grove of lightning rods to a radioactive spa, these are places you're not likely to find on your average tourist map. So hit the road, roll down the top of your **enviro-friendly** hybrid car, chuck the Frommer's, and let science be your tour guide....



- 
FORD ROUGE CENTER
 DEARBORN, MICHIGAN
- 
CAPE WIND
 CAPE COD, MASSACHUSETTS
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HUMAN GENOME PROJECT
 BETHESDA, MARYLAND
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 QUEMADO, NEW MEXICO
- 
**INTERNATIONAL SCIENCE
FILM FESTIVAL**
 BOULDER, COLORADO



**INTRODUCING AMERICA'S
GREENEST[®] AUTOMOTIVE FACTORY.**

The new Dearborn Truck Plant at the Rouge Center

It's surrounded by 100 acres of reclaimed green space, new wetlands and wildlife habitats. It employs "Fumes-to-fuel" technology, using paint fumes to power fuel cells to produce electricity. Ford's brand-new Dearborn Truck Plant at the Rouge Center is regenerating the air, water and soil - while producing 280,000 F-150s a year. The truck like no other is built in a factory like no other. A factory so amazing, in fact, we give tours. Call 1-800-TELL-A-FRIEND to schedule yours. New technology creating greener vehicles, cleaner factories.** Read more about the Rouge and Ford's other environmental initiatives on fordvehicles.com/environment.



Based on Gold LEED Award, Clean Air Excellence Award from U.S. EPA for our "Fumes-to-fuel" technology, Wildlife Habitat Council Certification, National Storm Management System and World's Largest Living Roof. *Based on Ford F250 and Escape Hybrid increased fuel economy and lower emissions and the award-winning Dearborn Truck Plant.



FORD ROUGE CENTER

DEARBORN, MICHIGAN | POP. 97,775

Industrialism and environmentalism blend seamlessly at Ford's Rouge Center in Dearborn, MI. Renovation of the entire 1,100-acre facility, built on the Rouge River from 1917 to 1925, began in 2000 with architect William McDonough, known for his use of sustainable building practices, spearheading the plant's transformation from industrial icon to model of conscientious twenty-first-century manufacturing.

Among the renovation's completed attractions is the Dearborn Truck Plant, which boasts the world's largest living roof. The 454,000-square-foot roof is covered with sedum, a drought-resistant ground cover that blooms with flowers in the summer, shading the building to reduce air-conditioning costs. The roof is also home to more than 1,500 trees and plants scattered around the grounds, which naturally filter air pollutants and cleanse the soil. Solar and fuel cells provide renewable energy, while porous pavement helps manage storm-water runoff. Each of these attributes helps conserve the Rouge area's natural resources and keep it beautiful.

Tours of the factory are a tradition instituted by Henry Ford himself. Visitors can experience what it's like to make a car and enjoy a bird's-eye view of the green roof from an 80-foot observation deck. If only a trip to the garage were as edifying.

www.ford.com

www.thehenryford.com

The Rouge Center's living roof is the size of five 3 foot ball fields.

More than 25 million metric tons of greenhouse gases are dumped into the atmosphere every day.



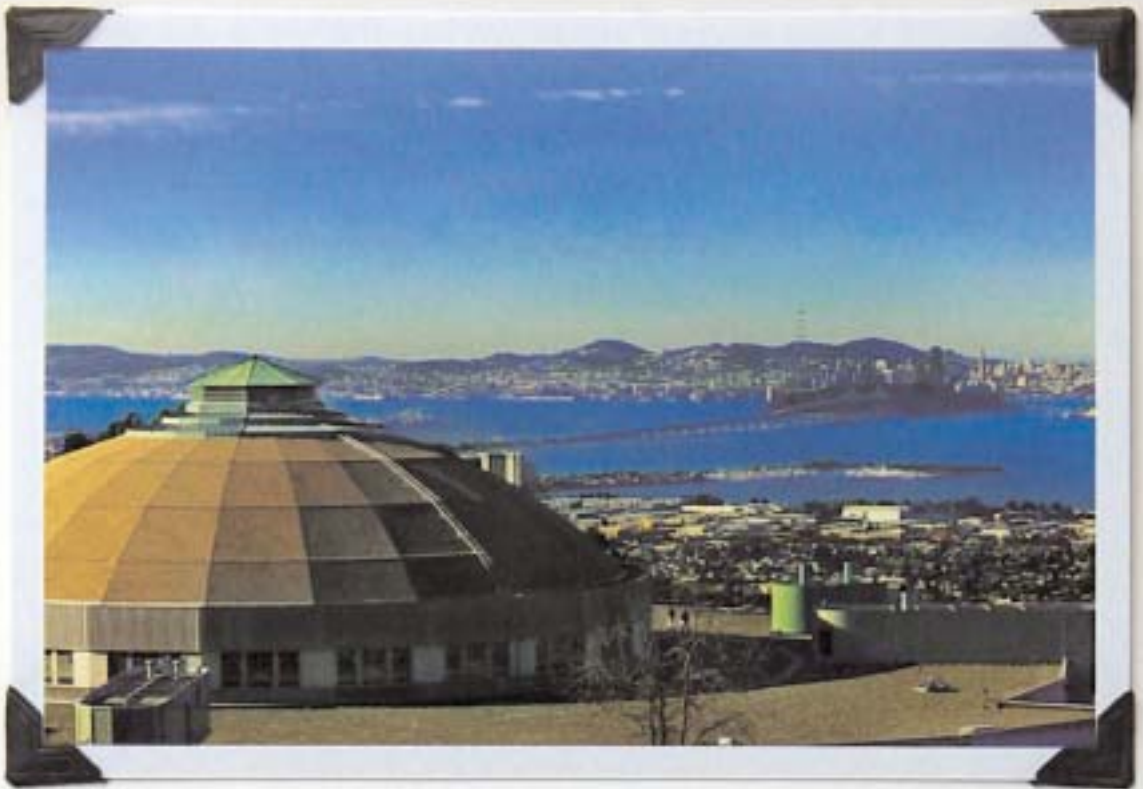
CAPE WIND

NANTUCKET, MASSACHUSETTS | POP. 9,520

With gas prices soaring and energy crises hovering, what better way to escape the city and support the environment than visiting Cape Wind in Nantucket, MA—the country's first offshore wind farm, due for completion in 2005. Across the Atlantic, the "Big Three" in renewable energy, Germany, Spain and Denmark, generate from 4 to 15 percent of their countries' power through wind farms. The U.S., which has the capacity to power the entire country with wind, only generates about 0.1 percent of its power this way. Cape Wind hopes to become New England's next big eco-tourism destination. Of course, fame would be only a happy perk of creating a source of renewable energy in scenic Cape Cod—and the area's residents are practically unanimous in their support of green power.

There are many things wind energy won't do. It won't produce harmful emissions or billow toxic clouds of smoke into the sky, causing acid rain to fall into forests and lakes. It won't release carbon dioxide into the atmosphere or contribute in any other way to global warming. What the 130 wind turbines gracing Nantucket Sounds will do is eliminate 4,642 tons of sulfur dioxide, 120 tons of carbon monoxide, and 1,566 tons of nitrous oxides from being dumped in the air in a single year—all the while producing up to 420 megawatts of clean power. Oh, and experts say they'll make for a nice view, too.

www.capewind.org



THE NATIONAL HUMAN GENOME RESEARCH INSTITUTE

BETHESDA, MARYLAND | POP. 55,277

Human DNA is 99 percent identical to that of apes—which isn't actually so impressive considering we have 60 percent of the same genetic make up as bananas. Still, when scientists from around the world decided to join forces in 1990 to map all 30,000 human genes, they began what would eventually be named the largest scientific collaboration of all time.

In April 2003, the International Human Genome Sequencing Consortium announced that its mission to map the genome had been completed two years ahead of schedule—just in time to coincide with the fiftieth anniversary of the Double Helix. Sequencing all 3 billion letters that spell the human genome (or complete set of DNA) was considered a more ambitious task than splitting the atom. Now that it's mapped, the genome could be the key to diagnosing and treating countless disorders that affect humankind.

The National Human Genome Research Institute is located on the campus of the National Institutes of Health in Bethesda, MD. Security is tight, and you may need to call ahead to schedule a visit. But it's worth it to see just a glimpse of where the magic happened.

www.genome.gov

*If it were published,
the genome could fill
a stack of paperbacks
200 feet high.*

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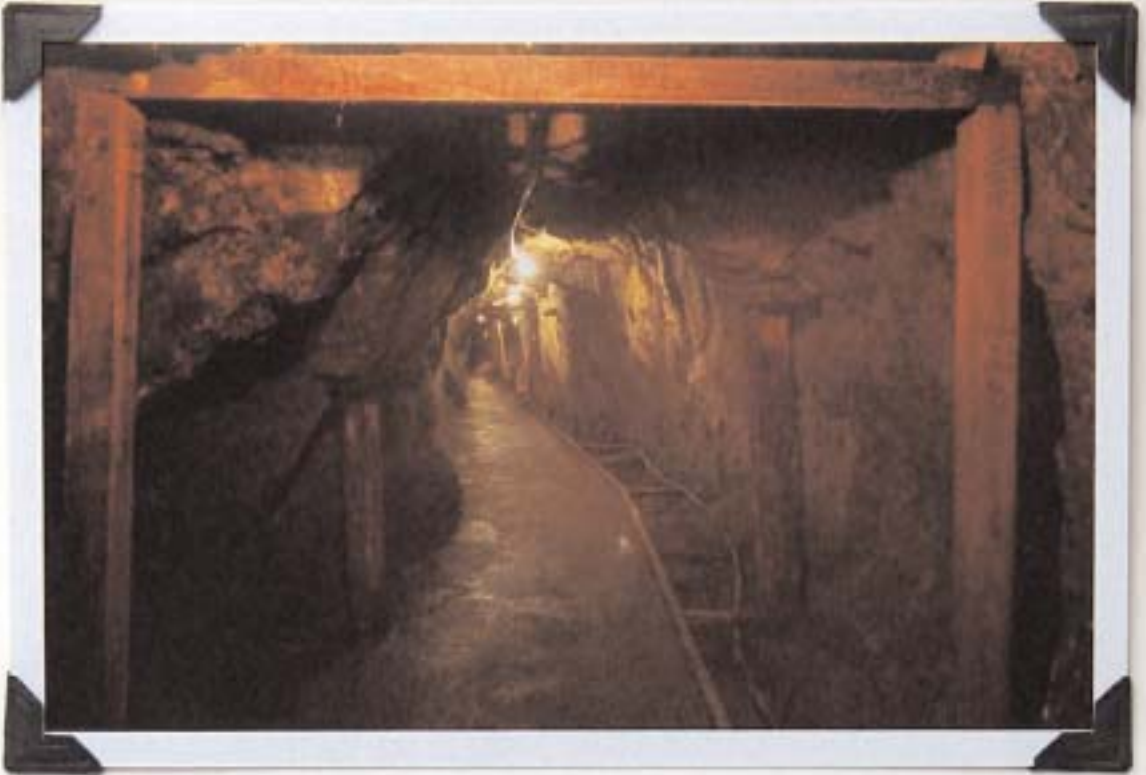
fordvehicles.com/environment.



Escape Hybrid



**Based on Escape Hybrid increased fuel economy and lower emissions and award-winning Dearborn Truck Plant.



RADON MINES

BASIN, MONTANA | POP. 400

*Entrance to the
Merry Widow Mine*

Radioactivity as a remedy? Don't be so hasty to spurn the comic-book logic that gave Peter Parker his arachnid superpowers: The colorless, odorless radioactive gas commonly known as radon has long been used as an alternative health treatment. Proponents claim that this natural byproduct of the earth stimulates nerves, encouraging the body to heal itself—though radon has also been said to cause more health problems than it cures.

Radon is normally found in rocks and soil containing uranium, such as the gold and uranium mines of Montana. The mines were first touted as health spas in the 1950s, and to this day visitors can lounge in them for \$5 an hour, playing cards or reading—and soaking up more than 175 times more radon than what federal officials deem safe for homes. This dose, several times per day for a week, allegedly treats lupus, arthritis, asthma, and other chronic illnesses.

More widely used in Eastern Europe and Japan, radon therapy tends to raise quite a few eyebrows in the U.S. But when the mines have such lighthearted names as the Sunshine Health Mine, Earth Angel and the Merry Widow, it's hard to resist a visit to this peculiar community of self-healers in the heart of Big Sky Country. And it's cheaper than acupuncture, to boot.

www.merrywidowmine.com

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Lightning strikes
the U.S. 25 million
times a year.



THE LIGHTNING FIELD

QUEMADO, NEW MEXICO | POP. 426

In 1977, Walter De Maria altered the world's perception of what constitutes art. The work he unveiled then, "The Lightning Field," could not be contained in a gallery or museum; it could not go on tour. In a remote section of southwestern New Mexico's high desert, the artist planted 400 polished stainless steel poles some 20 feet tall and spaced 220 feet apart. Set in one of the most lightning-struck locations in the country, the rods attract bolts from passing clouds, concentrating each dazzling shower of electricity in an area one kilometer by one mile.

Maintained by Dia Art Foundation, a New York City-based organization renowned for preserving large-scale installations, "The Lightning Field" draws science and art tourists as well as weather enthusiasts. But visitors can't just pop into the town of Quemado, NM, a dozen miles north of the continental divide, to see it. Reservations to stay overnight are required and are often made up to one year in advance. For about \$110 a head, stay in a modest cabin that sleeps six and cross your fingers for rain. If you haven't brought five friends, you might end up bunking with strangers. Not exactly luxury travel, but it's all part of the electrifying experience that is "The Lightning Field."

www.lightningfield.org

You have a 1 in 3000
chance of being
struck by lightning.

*The Mesa Lab in
Boulder, Colorado*



INTERNATIONAL SCIENCE FILM FESTIVAL

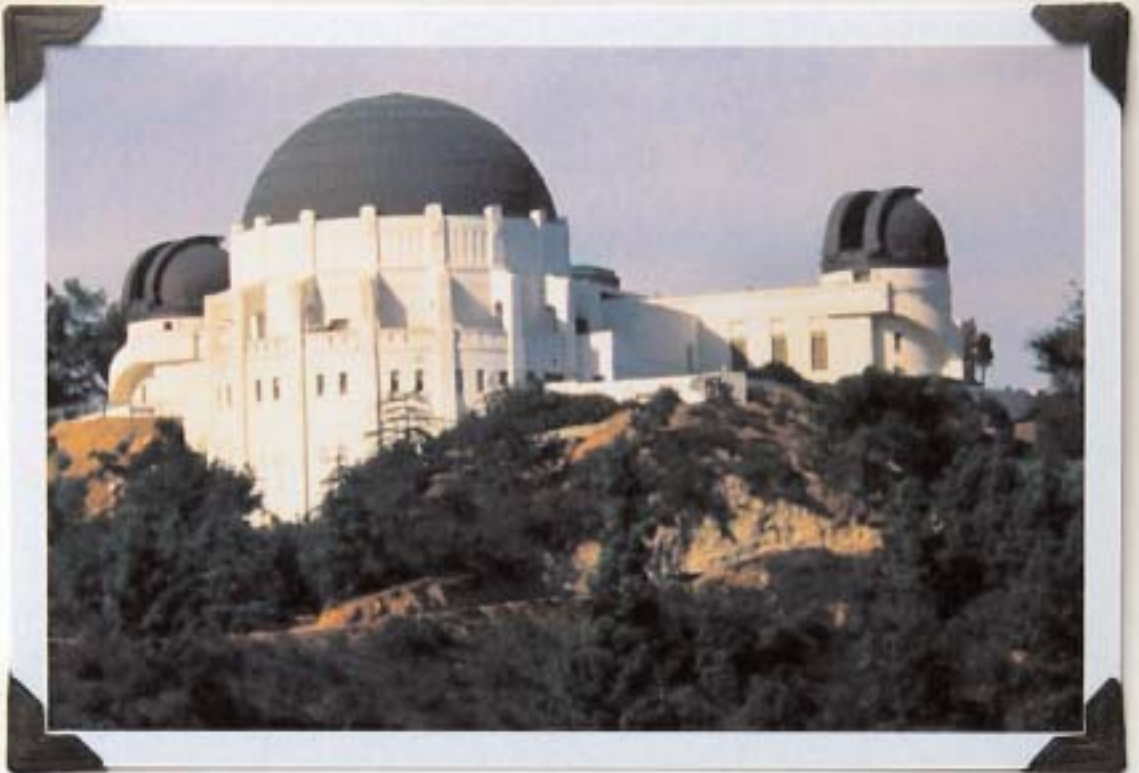
BOULDER, COLORADO | POP. 291,288

At the foot of the Rocky Mountains lies one of the healthiest towns in America. Jocks and nature lovers flock to Boulder for its proximity to white water, snow-capped peaks, and wide-open spaces. Two new breeds of fanatics—film and science buffs—will take over Boulder from September 17th to the 25th when the city hosts the first International Science Film Festival.

Boulder is no stranger to the big screen. Woody Allen's 1973 sci-fi comedy *Sleeper* was shot at the National Center for Atmospheric Research's Mesa Lab. The film may have been more slapstick than Stephen Hawking, but to some degree, that's what the International Science Film Festival is all about: crossing the boundaries between science and good storytelling. The festival will screen a wide range of science-inspired films, all of which examine the ways in which film plays an integral role in documenting the people and ideas that propel us forward.

www.sciencefilmfestival.org





GRIFFITH OBSERVATORY

LOS ANGELES, CALIFORNIA | POP. 3,694,820

Stargazing is an age-old pastime in Los Angeles. But long before film fanatics were hunting down their favorite starlets, Southern Californians were enjoying the view of celestial bodies through telescopes at the Griffith Observatory. The domed, chateau-like structure sits atop Mount Hollywood in one of the nation's largest parks. Beside statues of Galileo and Kepler is a bronze bust of James Dean, in honor of the 1955 film *Rebel Without a Cause*, shot at the observatory.

The observatory's main attractions are the spectacular view of Los Angeles from the building's roof and the one-ton Zeiss planetarium projector, able to project 9,000 stellar objects onto the building's 75-foot dome. Its scientific claim to fame, however, is the 40-foot-tall Foucault Pendulum housed in the center cupola—the first laboratory apparatus used to demonstrate the earth's rotation back in 1851. Unfortunately, the observatory will be closed for renovation until 2006, but we recommend you mark your almanac for its much-anticipated reopening.