



Media Contacts

Sally Marquez, NHMLAC
smarquez@nhm.org, 213.373.3217
Randall Kremer, NMNH
kremerr@si.edu, 202-633-0817
Cecilia Sandoval, Universal
Cecilia.Sandoval@nbcuni.com

UNIVERSAL PICTURES HOME ENTERTAINMENT LAUNCHES NATIONWIDE “CAMP CROODS” IN PARTNERSHIP WITH LA BREA TAR PITS AND THE SMITHSONIAN NATIONAL MUSEUM OF NATURAL HISTORY

*Virtual museum kids programs celebrate the home entertainment release of Golden Globe nominated film
The Croods: A New Age and feature scientists, animators, story artists and more for interactive camp sessions*

LOS ANGELES, CA (February 5, 2021)—La Brea Tar Pits, part of the Natural History Museums of Los Angeles County (NHMLAC), and the Smithsonian National Museum of Natural History (NMNH) have partnered with Universal Pictures Home Entertainment to bring families and kids “**Camp Croods**,” based on the DreamWorks Animation family film *The Croods: A New Age*. The two separate interactive programs will feature hands-on activities and scientific investigation to explore the Ice Age, human origins and fate of saber-toothed cats. Families will have the chance to meet real-life paleontologists and archaeologists, participate in DIY art projects, explore virtual tar pits (La Brea Tar Pits camp), take a virtual tour of the Human Origins exhibition (NMNH camp) and experience drawing demonstrations that bring the fan favorite prehistoric *Croods* characters to life. *The Croods: A New Age* is available to own on Digital February 9, 2021 and on 4K Ultra HD, Blu-Ray™ and DVD February 23, 2021 from Universal Pictures Home Entertainment.

"Bringing the world of *The Croods* to life with the help of these two distinguished museums within an exclusive setting is a truly unique opportunity that we are pleased to share virtually with families and kids," said Hilary Hoffman, Executive Vice President – Global Marketing, Universal Pictures Home Entertainment. "As time-honored brands for research, discovery and exhibition, La Brea Tar Pits and the Smithsonian continue to develop entertaining and engaging programs for kids making them the ideal partners to celebrate the home entertainment release of *The Croods: A New Age*, the must-own family movie of the year."

"This collaboration is a great opportunity to showcase the ways in which art and science intersect," said Dr. Lori Bettison-Varga, President and Director of the Natural History Museums of Los Angeles County, "while at the same time introducing families to La Brea Tar Pits, the world's only active paleontological research facility in a major urban area. We are grateful to Universal and DreamWorks for helping us provide campers with a new way to see science in action and encourage them to keep exploring the world around them—be it through paleontology or animation."

"We are excited to join with Universal and DreamWorks to take visitors to Camp Croods on a journey back in time to explore the evidence scientists use to understand the lives of early humans," said Dr. Kirk Johnson, Sant Director of the Smithsonian National Museum of Natural History. "Campers will embark on a virtual tour of the Smithsonian National Museum of Natural History's Hall of Human Origins which examines the lives and environments of our earliest ancestors and considers the notion of what it means to be human."

Media are invited to preview the Camp Croods at La Brea Tar Pits experience on Tuesday, February 9, 2021 at 3pm PT. For additional details, please email croods2@thinkjam.com.

Camp Croods at La Brea Tar Pits

- Thursday, February 11, 2021, 3pm- 4:30pm PT
- Saturday, February 13, 2021, 10-11:30am PT

FREE. Registration required. RSVP at tarpits.org/campcroods.

Camp Croods at the Smithsonian National Museum of Natural History

- Tuesday, February 23, 2021, 6pm-7pm ET

FREE. Registration required. RSVP at s.si.edu/croods

SOCIAL MEDIA

#CampCroods, #CroodsNewAge

Facebook: @TheCroods

Twitter: @DreamWorks

Instagram: @TheCroods

#TarPits

Facebook: @tarpits

Twitter: @labreatarpits

Instagram: @thelabreatarpits

#Smithsonian

Facebook: @SmithsonianNMNH @Smithsonian

Twitter: @NMNH @Smithsonian

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ABOUT THE CROODS: A NEW AGE

The first prehistoric family is ready for another rocking adventure! The Croods have survived fanged beasts, natural disasters, and even young love, but now they must face their biggest challenge yet: another family! In search of a new home, the Croods discover a walled-in paradise created by the sophisticated Betterman family (emphasis on the “better”). As they try to coexist, the differences between the two families escalate into a full-blown feud, but when a new threat forces both families to embark on an epic adventure, they must all learn to work together...or they'll all go extinct! Nicolas Cage, Emma Stone, Ryan Reynolds, Catherine Keener, Clarke Duke, Cloris Leachman, Leslie Mann, Peter Dinklage and Kelly Marie Tran star in this hilarious animated comedy for the whole family!

ABOUT THE NATURAL HISTORY MUSEUMS OF LOS ANGELES COUNTY

The Natural History Museums of Los Angeles County (NHMLAC) include the Natural History Museum in Exposition Park, La Brea Tar Pits in Hancock Park, and the William S. Hart Museum in Newhall. They operate under the collective vision to inspire wonder, discovery, and responsibility for our natural and cultural worlds. The museums hold one of the world’s most extensive and valuable collections of natural and cultural history—more than 35 million objects. Using these collections for groundbreaking scientific and historical research, the museums also incorporate them into on- and offsite nature and culture exploration in L.A. neighborhoods, and a slate of community science programs—creating indoor-outdoor visitor experiences that explore the past, present, and future. Visit NHMLAC.ORG for adventure, education, and entertainment opportunities.

ABOUT THE SMITHSONIAN NATIONAL MUSEUM OF NATURAL HISTORY

The National Museum of Natural History is connecting people everywhere with Earth’s unfolding story. The museum is one of the most visited natural history museums in the world with approximately 5 million annual visitors from the U.S. and around the world. Opened in 1910, the museum is a scientific research center dedicated to maintaining and preserving the world’s most extensive collection of natural history specimens and human artifacts. For more information, visit naturalhistory.si.edu which offers a host of educational programming, a chance to explore our collections, and the opportunity to embark on a virtual tour of current and past exhibitions.

ABOUT UNIVERSAL PICTURES HOME ENTERTAINMENT

Universal Pictures Home Entertainment (UPHE – www.uphe.com) is a unit of Universal Filmed Entertainment Group (UFEG). UFEG produces, acquires, markets and distributes filmed entertainment worldwide in various media formats for theatrical, home entertainment, television and other distribution platforms, as well as consumer products, interactive gaming and live entertainment. The global division includes Universal Pictures, Focus Features, Universal Pictures Home Entertainment, Universal Brand Development, Fandango,

DreamWorks Animation Film and Television. UFEG is part of NBCUniversal, one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation.