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## **FOR IMMEDIATE RELEASE**

### **FX Design Group, LLC to Help FAM Members Drive Up Traffic**

ORLANDO, FL (September 14, 2009): The [FX Design Group, LLC](#) will be presenting at this fall's FAM conference on Thursday, September 24<sup>th</sup> at the Sarasota Ritz Carlton a session entitled "Weathering The Storm By Driving Up Traffic". This unique breakout session is designed to educate museum managers/ administrators/ operators how maximizing their museum's media exposure can be a powerful tool for driving attendance.

"Having worked with local television news stations for over 20 years we know what an impact they can have on consumers and viewers. Local museums are in fierce competition for patrons with everything from video games to the internet. We hope that we can educate the audience about how they can team up with their local news station when they return home and change that dynamic" commented FX's Kevin Osgood. Attendees of the seminar will learn how to attract local news time to promote their programs.

In addition to the breakout session, FX will be representing their museum partner, [Children's Discovery Museum of San Jose](#) (CDM), exhibiting a number of CDM's most exclusive and popular educational interactive exhibit components...*Gear Up!* and *Pinscreens*. FX will also be showcasing an exciting new themed immersive educational environment. Show participants who visit the FX booth can experience the excitement of piloting a fighter jet using integrated math and science skills in this new flight simulator that will be available in 2010. This exciting exhibit is produced in partnership between FX Design Group and their strategic educational and software partner, [TEQ Games of Orlando](#), Florida.

The annual conference for the Florida Association of Museums will be held at the Ritz Carlton Hotel in Sarasota Florida from September 21 through September 25, 2009. FX Design Group, LLC can be found at booths #30 & #31 during the conference.

FX Design Group, LLC is also happy to announce that it has recently been awarded a project with the [Orlando Science Center](#) entitled "Careers for Life". This 1,000 sq. ft. exhibition is funded by a grant from the U.S. Department of Labor, in partnership with Seminole Community College, will be devoted to creating awareness of the burgeoning opportunities in the health care field. Complete with a 30-seat theater and large screen projection system; this exhibit is due to open in 2010.

#### **About FX**

[FX Design Group, LLC](#) is an Orlando, Florida based award winning design solutions company with strategic partners, clients, and subcontractors worldwide. FX started out more than 20 years ago as a provider of scenic services for broadcast television and corporate events. Today FX's unique team brings together experienced 'top tier' design, journeymen, craftsman, and lighting specialists as well as theme park, media and marketing professionals, all working to create unique solutions for our clients and one-of-a-kind experiences for their guests.

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