

# SPY Leads the Way in Experiential Museums

*New Spy in the City® Mission Operation Sly Fox Brings Interactivity to the Museum Visit*



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**Washington, DC-** This summer the International Spy Museum (SPY) again takes the lead in providing a truly interactive visitor experience with the launch of a second mission on the groundbreaking GPS-guided Spy in the City ®. The kick-off of the new mission will be supported by an innovative partnership with Groundspeak, a global geocaching organization. The partnership is designed to up the ante on an already cutting edge interactive visitor experience.

“Since opening in 2002 the Spy Museum has been committed to providing visitors with a particularly focused interactive experience.” stated Karen Corbin, Chief Operating Officer of the International Spy Museum. “We want them to immerse in spycraft, to really feel connected to the fascinating world of the undercover operative.”

On Saturday June 26<sup>th</sup>, the second Spy in the City mission, Operation Sly Fox, will officially launch in coordination with the global geocaching organization, Groundspeak. Bringing digital technology to classic spy craft, the geocaching community uses GPS technology and coordinate information to hide, uncover and transport items around the world. Embracing another opportunity for visitors to utilize new technology, SPY will have its own “Travel Bug”- a metal tag with serial number that can be attached to any item in order for it to be hidden and discovered. SPY tags will be hidden throughout Washington D.C.’s Penn Quarter neighborhood at sites with ties to the exciting Spy in the City ® missions. For one day players will also get to pick up their own free Travel Bugs at the SPY Store, allowing them to use a favorite spy technique to transform everyday objects into a Groundspeak “trackable item” hidden in plain view.

“The flexibility of this new technology allows us to provide museum goers with a more hands-on experience while keeping our information and spy craft current with the rapidly developing world of intelligence”, said Anna Slafer, SPY’s Director of Exhibitions and Programs.

Operation Sly Fox, is part of the Museum's cutting edge GPS-guided outdoor mission, Spy in the City. To complete their mission, operatives must intercept an agent attempting to sell classified information to foreign operatives. Players will explore the nation's capital with a GPS Ranger® device in hand. At predetermined locations throughout the city the Global Positioning System will download clues and information. Participants will analyze messages from sources and moles, along with documents, codes, and audio intercepts to earn points as they work their way to mission completion. This highly suspenseful adventure style mission offers participants the opportunity to test their spy skills as they explore DC's neighborhoods.

"This new mission, Operation Sly Fox, was developed with real intelligence officers and gives players an authentic understanding of challenges that real spies face" said Amanda Ohlke, Adult Education director at the International Spy Museum.

Spy in the City matches the same interactive standards SPY maintains in general to educate the public concerning espionage, all in an engaging and interactive way. The Museum is specifically focused on providing a context that fosters understanding of the important role of intelligence in impacting current and historic events. The International Spy Museum invites the general public to take an experiential journey through the lens of intelligence.

**\*\* NOTHING IS WHAT IT SEEMS\*\***

The International Spy Museum is located at 800 F Street, NW in Washington, DC's historic Penn Quarter, within four blocks of the National Mall, directly across the street from the National Portrait Gallery, and within one block of FBI headquarters and Ford's Theatre. The Museum is conveniently located near the Gallery Place/Chinatown Metrorail station serviced by the red, yellow and green lines.

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