



**Media Contact:** Kiersten Laramee  
**Phone:** 781-832-3744  
**Email:** [klaramee@immerseagency.com](mailto:klaramee@immerseagency.com)

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## **Governor Jared Polis, Attorney General Phil Weiser and Mayor Mike Johnston to Welcome the Media at the Grand Reopening of the Counterterrorism Education Learning Lab's Exhibit Tuesday, May 7**

*Media invited to attend: Over eight years in the making, the Counterterrorism Education Learning Lab (CELL) has created a state-of-the-art exhibit that educates and empowers individuals to stop terrorism in their communities.*

### **WHAT:**

Media is invited to preview the [Counterterrorism Education Learning Lab \(CELL\)'s](#) newly renovated exhibit on Tuesday, May 7 at 10:15am. The event will kick-off promptly at 10:30am. To celebrate the reopening, the following government officials will address the media:

- Jared Polis, Governor of Colorado
- Phil Weiser, Attorney General of Colorado
- Mike Johnston, Mayor of Denver

After remarks, a ribbon cutting will commemorate the grand reopening of the exhibit. Media will then have access to explore the interactive exhibit space prior to the public opening, slated for Thursday, May 9. One-on-one interviews will be available.

### **WHEN:**

Media preview opportunity for a behind-the-scenes look at the newly renovated CELL Exhibit will take place on Tuesday, May 7, 2024. Media should arrive at 10:15am in advance of formal remarks and ribbon cutting to commence at 10:30am. During this time, one-on-one interviews will be available with prestigious spokespeople of the CELL and Colorado government. Due to the security and nature of the content surrounding this exhibit, advance RSVP for the media preview is required, reply to [klaramee@immerseagency.com](mailto:klaramee@immerseagency.com) or call 781-832-3744.

Early morning segments can be accommodated for TV news stations.

### **WHERE:**

Counterterrorism Education Learning Lab  
99 West 12th Avenue  
Denver, CO 80204

### **PRESS MATERIALS:**

Additional press materials, including photos, information on the exhibit, a list of spokespeople and engaging video packaged for TV, web and social, can be found in the [press assets folder](#).

### **WHO:**

The following CELL representatives will be available at the media preview for interviews:

- Melanie Pearlman, President & CEO of the CELL
- Tom Ruppel, Chief Operating Officer of the CELL
- Tom Sanderson, Strategic Advisor of the CELL
- David P. Cohen, Board Member and Strategic Advisor of the CELL

**ABOUT:**

The CELL has undergone over eight years of state-of-the-art renovations to its exhibit space, creating an experience with extensive interactive displays and multimedia presentations that address today's most pressing national and global security issues. The exhibit features 12 unique sections that walk visitors through how extreme ideologies start, how terrorism has evolved and affected global security, what you can do to prevent terrorism in your community and finally, how we as a country can work together to prevent terrorism. The exhibit uses projections of historical rally footage, interactive maps and diagrams and replicas of terrorist artifacts to educate all those who step through their doors about the power of hate. The brand-new CELL Exhibit will empower all those who attend to spread positivity and play an active role in strengthening their community's safety.