



**Press Release**

Contact: Kelly Carnes, [kelly@carnesand.co](mailto:kelly@carnesand.co)

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**PLANET WORD OPENS NEW PERMANENT EXPERIENCE: LEXICON LANE**

*The Museum's New Puzzle Space Challenges Visitors to A Word-Sleuthing Adventure*

(Washington, D.C.) Planet Word, the nation's only museum dedicated to renewing and inspiring a love of words and language, is opening a brand new permanent space. "Lexicon Lane: A Word-Sleuthing Adventure" challenges visitors to solve a variety of different word puzzles. While the rest of the museum, housed in the restored historic Franklin School building, offers cutting-edge technology and contemporary gallery design, Lexicon Lane immerses the visitor in a completely different environment. The new experience is located on the third floor in a space designed to resemble an old village. Bespoke, eccentric, and mysterious, this quaint town offers 26 unique puzzle cases full of clues leading visitors to surprising solutions. Lexicon Lane opens on March 25th with a ticketed exhibition preview party and to the public during museum operating hours beginning March 26th.

"Above all, we want our visitors to have fun with words," said Ann Friedman, Planet Word's founder and chief executive. "Lexicon Lane uses word games to transform every visitor into a detective and language into a puzzle. It's a totally different experience than the rest of the museum. If you've been to Planet Word before, you'll want to come back. If you haven't visited us yet, now there are even more activities that visitors won't want to miss."

To solve the word-themed puzzles visitors will explore seven charming shop fronts: a music shop, market, bakery, cafe, detective agency, travel bureau, and art gallery. There's also a university, clock tower, greenhouse, phone booth, apothecary cart and check-in/out desk. Like all museum galleries, visitors are free to explore the space, but they can also rent one of the puzzle cases (designed by Lone Shark Games). Themed puzzle cases include:

- **An Astronaut Adventure** - scour the night sky for clues to alien life in the universe.
- **The Secret Hive of Bees** - find the missing colony of bees.
- **Le Petit Cupcake Café** - search for clues in a French bakery. Bon appétit!

Lexicon Lane is also available for private event rental. For more information and to reserve passes visit: [planetwordmuseum.org](http://planetwordmuseum.org).

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