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DINO: THE SINCLAIR OIL DINOSAUR FACT SHEET

SALT LAKE CITY – Dinosaurs first appeared in marketing for Sinclair Oil Corporation in 1930 as part of a campaign to educate customers about the origin of fossil fuels. The Apatosaurus (then thought to be a Brontosaurus) quickly surpassed the Tyrannosaurus rex (T. rex) and Triceratops in popularity, and by 1932, Sinclair had registered Dino [pronounced “DIE-no”] as a trademark. Today, Dino is one of the most recognized and beloved icons in America. Here are some interesting facts about Dino:

- Sinclair Oil began using the Apatosaurus in Chicago during the 1933-34 Century of Progress World’s Fair. Following that success, Dino reappeared at a popular exhibit in the Texas Centennial Exposition of 1936.
- Dino was the premier exhibit at the 1939 New York World’s Fair as part of Sinclair’s Dinoland Pavilion.
- Dino increased his national exposure in 1963, when he made his initial appearance as a giant, 70-foot-long balloon in The Macy’s Thanksgiving Day Parade. He appeared every year through 1976. The original balloon became an Honorary Member of the Museum of Natural History in 1975.
- In 1964, nine large Sinclair dinosaurs were sent down the Hudson River on barges from the Catskill Mountains to the New York World’s Fair. By the end of the Fair, more than 50 million visitors had seen Sinclair Oil’s Dinoland exhibit. Several of those models can still be found across the country in parks and museums:
 - T. rex and Apatosaurus — Dinosaur Valley State Park, Glen Rose, Texas
 - Stegosaurus — Quarry Visitor Center, Dinosaur National Monument, Jensen, Utah
 - Triceratops — Louisville Science Center, Louisville, Kentucky
 - Corythosaurus — Riverside Park, Independence, Kansas
 - Ankylosaurus — Houston Museum of Natural Science
 - Struthiomimus — Milwaukee Public Museum
 - Trachodon — Brookfield Zoo, Brookfield, Illinois..... (more)

- It took a team of paleontologists, engineers and robotics experts three years to build the dinosaurs for the 1964-1965 World's Fair.
- The Sinclair Oil dinosaurs were designed by world-renowned wildlife sculptor Louis Paul Jonas, based on the work of Dr. Barnum Brown of the American Museum of Natural History and Dr. John H. Ostrom of Yale University's Peabody Museum of Natural History.
- The Sinclair Oil dinosaurs traveled by barge 125 miles down the Hudson River to the Dinoland Pavilion at the fair, where approximately 10 million visitors saw them.
- After the fair, the dinosaurs – their animatronics removed – went on a national tour that included the 1966 Macy's Thanksgiving Day Parade. Sinclair's giant Dino balloon also made his debut that day and continued to be a part of the parade until 1976. The Dino balloon then made a comeback in 2015 with an appearance in the 89th Macy's Thanksgiving Day Parade. His return after a nearly 40-year absence was timed to kick off the company's 2016 centennial. More than 50 million viewers across the country and more than 3.5 million spectators in the streets of New York City saw Dino fly as a 72-foot-long, 24-foot-wide balloon that day. The Dino balloon is the same size as an actual Apatosaurus and was the only life-size balloon in the parade. Fans can see Dino again during the 90th Macy's Thanksgiving Day Parade on Thursday, Nov. 24, 2016 – or any day at a local Sinclair station (<https://www.sinclairoil.com/customers/locations>).
- Learn more about Dino in the American Oil & Gas Historical Society article "Dinosaur Fever – Sinclair's Icon" here: <http://aoghs.org/oil-amanac/sinclair-dinosaur/>

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