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DINO: THE SINCLAIR OIL DINOSAUR FACT SHEET

SALT LAKE CITY (March 14, 2016) — 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 beloved and recognized 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 New York World’s Fair in 1939, as a 70-foot green dinosaur in Sinclair’s “Dinoland Pavilion.”
- He increased his national exposure in 1963 when he made his initial appearance as a 70-foot-long giant balloon in The Macy’s Thanksgiving Day Parade, and 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, where they made their way to the New York World’s Fair. By the end of the World’s 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 the following state parks and museums:
 - T. rex, Brontosaurus — Dinosaur Valley State Park, Glen Rose, Texas
 - Stegosaurus Statue — 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, Houston, Texas
 - Struthiomimus — Milwaukee Public Museum, Milwaukee, Wisconsin
 - Trachodon — Brookfield Zoo, Brookfield, Illinois

- It took an entire team of paleontologists, engineers and robotics experts three years to build the dinosaurs for the 1964-1965 World's Fair.
- 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 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, which included the 1966 Macy's Thanksgiving Day Parade. Sinclair's giant Dino balloon also made his debut that day, continued to be a part of the parade until the late 1970s, and then made a comeback in 2015. Dino returned to the 89th Macy's Thanksgiving Day Parade in 2015 after nearly a 40-year absence and just in time 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 and 36-foot-tall balloon – the size of an actual Apatosaurus – and the only life-size balloon in the parade. Fans can see him 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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