

**Preview the
POPnology exhibition
at
TELUS World of Science – Edmonton**

WHAT: Media are invited to preview the *POPnology* exhibition **at TELUS World of Science – Edmonton**. This is an opportunity for media to get the first look at this new and exciting interactive exhibition before it opens to the public.

WHEN: **Thursday, February 8, 2018**
10:00 a.m. to 12:00 p.m.

WHERE: 11211 142 Street, Edmonton, Alberta T5M 4A1

WHO: The following people will be available for interviews:

- Troy Carlson, CEO at Stage Nine Design, West Sacramento, CA - *POPnology*
- Alan Nursall, President & CEO at TELUS World of Science - Edmonton
- Annie Prud'homme-Généreux, VP of Science at TELUS World of Science – Edmonton – conducts interviews in English or French
- Dan Alfano, Director of Science at TELUS World of Science - Edmonton

WHY: The *POPnology* exhibition makes its Canadian debut at the science centre, opening to the public on Friday, February 9. The exhibition is an interactive engaging exhibition that shows how technology has been influenced by movies, books, television, art and futurists. It features four exhibit areas where guests will come face-to-face with the world's first 3D printed car, the DeLorean Time Machine and more. They will also be able to participate in dozens of hands-on experiences.

HOW:

- A brief overview of the exhibition will be provided at 10:00 am.
- Interviews will be handled with each journalist on an individual basis inside the exhibition.
- Exhibition will be fully operational allowing for the full exhibition experience to be captured via video and photography.

VISUALS: Numerous interactive elements make for a variety of exciting photo opportunities: the DeLorean Time Machine, Terminator, Alien, world's first 3D printed car, and more.

The exhibition will be open to Grade 2 & 3 students from Nebula Academy during this time, creating an opportunity to capture video/photography and interviews with the students as they interact with the exhibition. All students will have signed photo/video releases.

ASSETS: Download Media Kit for *POPnology* here:
<https://app.box.com/s/zse8g5mpwpx914ajtlc31ybvjnouu91d>

To ensure credentials, please RSVP by Wednesday, February 7, to Brandon Pedersen at bpedersen@twose.ca or call 780-452-9100 Ext. 2342.

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About TELUS World of Science – Edmonton

TELUS World of Science - Edmonton is a world-class, broad-based science centre that inspires and motivates people to learn about and contribute to science and technology. TELUS World of Science - Edmonton is a leader in providing high quality, interactive programs and exhibits that provide an avenue for both learning and entertainment, and which spark the imagination of people of all ages. The Edmonton Space & Science Foundation is a non-profit organization that operates TELUS World of Science - Edmonton.