

Win the 2018 Golden Shoes Trophy! Compete to be Edmonton's top media outlet

- WHAT:** Media are invited to compete in the **2018 Golden Shoes Treadmill Challenge**
- WHEN:** **Thursday, April 12, 2018**
9:00 a.m.
- WHERE:** TELUS World of Science – Edmonton
11211 142 Street, Edmonton, Alberta T5M 4A1
- WHY:** This is the kick-off event for [TELUS World of Science – Edmonton's Go the Distance event](#), in partnership with Terry Fox Run – Edmonton. The **2018 Golden Shoes Treadmill Challenge** will see local media compete in a series of tasks, in order to determine the winners of the coveted **Golden Shoes Trophy**.
- HOW:**
- Local media outlets will compete in teams of two.
 - Each team will need to complete three (3) tasks, in order to accumulate “kilometres” in the form of points:
 - **Task 1:** Run the most distance on a treadmill in 15 minutes.
 - **Task #2:** Correctly answer the most Terry Fox Exhibition Trivia Questions. There are 10 questions.
 - **Task #3:** Build a Straw Rocket & Fire it to cover the most distance.
 - **Bonus points** will be awarded as “Spirit Kilometres” to the team with the most “cheerleaders” in attendance.

After completing all three tasks, the team who has accumulated the most “kilometres” will **be awarded the Golden Shoes Trophy and the honour of being Edmonton's top media outlet to “Go the Distance”**

To ensure credentials, RSVP by Monday, April 9, to Christina Weichel at cweichel@twose.ca, or 780-452-9100, Ext. 2233.

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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.