

## **Preview *The Science Behind Pixar Exhibition* at TELUS World of Science – Edmonton**

- WHAT:** Media are invited to preview *The Science Behind Pixar Exhibition* at **TELUS World of Science – Edmonton (TWOSE)**. 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, June 29, 2017**  
**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:
- Elyse Klaidman, Director, Exhibition & Educational Partnerships at Pixar Animation Studios
  - Alan Nursall, President & CEO at TWOSE.
  - Annie Prud'homme-Généreux, VP of Science at TWOSE.
  - Jennifer Bawden, Director of Science at TWOSE.
- WHY:** *The Science Behind Pixar Exhibition* makes its Canadian debut at the science centre, opening to the public on Saturday, July 1. The exhibition provides a unique look into the Pixar process, exploring the science and technology behind some of the most beloved animated films and their characters.
- 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:** More than 40 interactive elements make for a variety of exciting photo opportunities.
- The exhibition will be open to Grade 6 students from École Meridian Heights School 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. Along the way, guests will encounter human-sized versions of their favourite Pixar characters, like Buzz Lightyear, Woody, Mike and Sulley!
- ASSETS:** Download Media Kit for *the The Science Behind Pixar Exhibition* here:  
<https://app.box.com/s/xe6ve1d09tja0mvau7bcmeajwxwz1oql>

To ensure credentials, please RSVP by Wednesday, June 28, to [cweichel@twose.ca](mailto:cweichel@twose.ca)

*The Science Behind Pixar Exhibition* supported locally by Boardwalk Rental Communities.

- 30 -

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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.

**Support for *The Science Behind Pixar Exhibition***

The *Science Behind Pixar Exhibition* is funded through support by Google, members of the Science Museum Exhibit Collaborative (SMEC), Institute of Museum and Library Services (IMLS) and the National Science Foundation (NSF).

**About Pixar Animation Studios**

Pixar Animation Studios, a wholly owned subsidiary of The Walt Disney Company, is an Academy Award®-winning film studio with world-renowned technical, creative and production capabilities in the art of computer animation. Creator of some of the most successful and beloved animated films of all time, including "Toy Story," "Monsters, Inc.," "Cars," "The Incredibles," "Ratatouille," "WALL•E," "Up," "Toy Story 3," and "Brave," the Northern California studio has won 30 Academy Awards and its films have grossed more than \$10 billion at the worldwide box office to date.

This exhibition was developed by the Museum of Science, Boston in collaboration with Pixar Animation Studios.