

Send messages into the Stratosphere!

- WHAT:** Media are invited to witness yet another incredible scientific feat at TELUS World of Science – Edmonton: **a high-altitude weather balloon launch!**
- WHEN:** **Friday, November 10, 2017:**
- **9:00 a.m. to 11:00 a.m.*** – Guests can write messages on streamers, which will be attached to the weather balloon prior to launch
 - **12:00 p.m.**** – Countdown to the historic lift-off of TELUS World of Science - Edmonton's weather balloon!
 - **9:00 a.m. to 5:00 p.m.** – Additional activities.
- WHERE:** 11211 142 Street, Edmonton, Alberta T5M 4A1
- WHY:** The 2nd annual International Science Centre and Science Museum Day (ISCSMD) is Friday, November 10, and to celebrate TELUS World of Science – Edmonton is going to launch a weather balloon! Staff scientists have been hard at work designing and constructing the weather balloon.
- Worldwide, participating science centres and science museums will offer special activities on November 10, based on one or more of the 17 Sustainable Development Goals (SDGs) declared by the United Nations (UN).
- HOW:** This high-altitude balloon can float as high as the stratosphere, which extends around 50 km down, to anywhere from 6 to 20 km above the Earth's surface. It will collect a great deal of data, such as: atmospheric pressure, temperature, humidity and wind speed. In this case, it will also carry personal messages -- like your name, a wish or note for a loved one!
- VISUALS:** At noon we will gather outside in the front roundabout of the science centre, for a lively presentation by staff scientist Dan Alfano. Alfano will explain how the weather balloon was constructed, and exactly how it works. Then, prepare for liftoff, as we count down together.
- Additional photo-ops include families and children interacting with a variety of hands-on activities and interactive programs, such as:
- Science Demonstrations on the Science Stage (explore extreme weather, create electricity!)
 - Friendly sea-creatures who reside in our aquarium.
 - A special Members event: Members create & launch tea-bag rockets!
 - And so much more!

**While quantities last.*

***Weather dependent. High force winds could threaten or delay the launch.*



Media Advisory

Media Contact:

Christina Weichel
Coordinator, Marketing & Communications
780-452-9100, ext. 2233
cweichel@twose.ca

Donalda Pelton
Director, Marketing & Communications
780-452-9100, ext. 2300
c: 780-915-0765
dpelton@twose.ca

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.