

## Myth Confirmed! TELUS World of Science – Edmonton to host MythBusters: The Explosive Exhibition

Opening Friday, April 26, 2019

**Edmonton, AB – Tuesday, February 5** – The Discovery Channel’s Emmy®-nominated series comes to life to uncover truths behind popular myths, by mixing scientific method with gleeful curiosity and old-fashioned ingenuity in *MythBusters: The Explosive Exhibition*, which makes its way to TELUS World of Science – Edmonton this April.

The exhibition creates hands-on, interactive experiences for guests of all ages by combining popular scientific facts with innovative, family-friendly displays. In *MythBusters*, co-hosts take scientific investigation to exciting new levels by proving or exploding myths using their highly experimental approach and extensive backgrounds in special effects. The *MythBusters* were heavily involved throughout the development of the exhibition to ensure guests experience a true MythBusting encounter.

“Bringing the *MythBusters* exhibition to the science centre is very exciting for us,” said Alan Nursall, President and CEO of TELUS World of Science. “*MythBusters* the TV show not only made conducting science experiments cool for a whole generation of young scientists, but it made it exciting and larger than life, too! This exhibition has so much great and engaging science for all ages.”

Guests of TELUS World of Science will learn about myths, the *MythBusters* and what experimenting is all about, by participating in a series of exciting, hands-on experiences and live demonstrations. Experiments cover topics such as flight, friction, gravity, speed and combustion. The exhibition showcases:

- **Blueprint Room** – Based on the real-life operations room of the *MythBusters*’ iconic set, this room acts as an introduction to MythBusting and is filled with gadgets, props, video and, of course, blueprints used by the hosts to explore myths on the show.
- **Workshop** – This is the place where guests turn into investigators and use real science to test myths. Guest discover if they can pull a table cloth off a fully laden table, if toast really does always land buttered-side down, and so much more!

“Seeing the *MythBusters*’ enthusiasm about the exhibition, we are very excited about it coming to Edmonton,” said Amy Noble Seitz, founder and CEO of Exhibits Development Group. “We truly hope this exhibition will spur scientific curiosity, thought and experimentation for all ages.”

For more information and tickets, visit [twose.ca](http://twose.ca).

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*MythBusters: The Explosive Exhibition* was created by Discovery Communications and Exhibits Development Group (EDG), in partnership with the Museum of Science and Industry, Chicago (MSI) and Geoffrey M. Curley + Associates (GMC+A). MythBusters,

the series, is developed and produced by Beyond Entertainment Limited. Financing for this exhibition has been made possible by Olympus Capital Investments, LLC, a unit of Olympus Holdings, LLC.

#### **About TELUS World of Science Edmonton**

TELUS World of Science – Edmonton's mission is to: Ignite curiosity. Inspire discovery. Celebrate science. Change lives. We are the destination to engage Albertans' hearts and minds in science. The Edmonton Space & Science Foundation is a non-profit organization that operates TELUS World of Science – Edmonton.

#### **About MythBusters**

MYTHBUSTERS, which first launched on Discovery Channel in 2003, is hosted by Jamie Hyneman and Adam Savage, and Tory Belleci, Kari Byron and Grant Imahara. Inspiring a generation to inquire, interact and get involved with science, MYTHBUSTERS uses a signature brand of explosive experimentation to prove or disprove popular myths, misconceptions or legends. The MythBusters TV series is produced by Beyond Entertainment Limited.

#### **About Discovery Communications**

Discovery, Inc. (Nasdaq: DISCA, DISCB, DISCK) is a global leader in real life entertainment, serving a passionate audience of superfans around the world with content that inspires, informs and entertains. Discovery delivers over 8,000 hours of original programming each year and has category leadership across deeply loved content genres around the world. Available in 220 countries and territories and 50 languages, Discovery is a platform innovator, reaching viewers on all screens, including TV Everywhere products such as the GO portfolio of apps and Discovery Kids Play; direct-to-consumer streaming services such as Eurosport Player and Motor Trend OnDemand; digital-first and social content from Group Nine Media and a strategic alliance with the PGA Tour to create the Global Home of Golf. Discovery's portfolio of premium brands includes Discovery Channel, HGTV, Food Network, TLC, Investigation Discovery, Travel Channel, Turbo/Velocity, Animal Planet, and Science Channel, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America, and Eurosport, the leading provider of locally relevant, premium sports and Home of the Olympic Games across Europe. For more information, please visit [www.corporate.discovery.com](http://www.corporate.discovery.com) and follow @DiscoveryIncTV across social platforms.

#### **About Exhibits Development Group (EDG):**

EDG is dedicated to the development, production, marketing and distribution of traveling museum exhibitions and cultural projects. EDG also serves as a partner to other exhibition organizers, museums, foundations and collection owners in the U.S. and abroad in the care and stewardship of their exhibitions and collections. EDG's mission is to initiate and promote international cultural and intellectual exchange by bringing high-quality traveling exhibitions of art, science, and history to broad and diverse audiences. For more information, please visit [exhibitsdevelopment.com](http://exhibitsdevelopment.com).

#### **About Geoffrey M. Curley + Associates (GMCA):**

GMCA is an innovative consulting company to support the development and execution of new and vibrant educational, hands-on, minds-on experiences. GMCA's goal is to integrate new, cutting-edge technologies, environmental design and emotional storytelling with tantalizing visual audio and tactile experiences making exhibitions more personal artistic, fun, educational and memorable. For more information, please visit [gmcurley.com](http://gmcurley.com).

#### **About The Museum of Science and Industry, Chicago (MSI):**

MSI offers thousands of fun and interactive exhibits and one-of-a-kind, world-class experiences to inspire the inventive genius in everyone. Through its Center for the Advancement of Science Education, MSI also aspires to a larger vision: to inspire and motivate children to achieve their full potential in science, technology, medicine and engineering. Come visit and find your inspiration! MSI is open every day except Christmas and Thanksgiving day; regular hours are 9:30 to 4 p.m. every day. During the summer and peak spring break periods, the Museum will offer extended hours, until 5:30 p.m., each day. The Museum is supported in part through the generosity of the people of Chicago through the Chicago Park District. For more information, find MSI online at [msichicago.org](http://msichicago.org) or call (773) 684-1414 or (800) GO-TO-MSI outside of the Chicago area.

#### **About Olympus Holdings, LLC (Olympus Holdings):**

Olympus Holdings is a company engaged through its various subsidiaries in energy, entertainment and finance. For more information, please visit [o-hold.com](http://o-hold.com).