

New Gallery, *The Nature Exchange*, opens at TELUS World of Science – Edmonton

WHAT: Media are invited to preview *The Nature Exchange*, TELUS World of Science – Edmonton's newest gallery. This is an exclusive opportunity for media to get the first look at this unique new interactive space before it opens to the public on Saturday.

WHEN: **Thursday, June 27, 2019**
10:00 a.m.

WHERE: TELUS World of Science – Edmonton
11211 142 Street, Edmonton, Alberta

WHO: The following TELUS World of Science - Edmonton people will be available for interviews:

- Alan Nursall, President & CEO
- Milan Krepelka, Director of Exhibits
- Dan Alfano, Director of Science Experience
- Marie McConnell, Staff Scientist in charge of *The Nature Exchange*

HOW: A brief overview of *The Nature Exchange* will be provided and interviews will be handled with each journalist on an individual basis inside the gallery. Gallery will be fully operational, allowing for the full immersive experience to be captured via video and photography.

VISUALS: The gallery will be open to several children and their parents, creating an opportunity to capture video/photography and interviews with parents and children as they discover the new gallery. Each parent has signed photo/video releases for each child inside the exhibition during this time.

Guests will step into the shoes of natural history researchers as they are encouraged to explore nature at the **Trading Centre**, where they will analyze, discuss, interpret and catalogue natural items. Next, guests will participate in hands-on activities at the **Field Station**, analyzing real samples with microscopes and making discoveries. Last, but not least; guests will visit the **Animal Zone** where they will learn all about the science centre's resident animals.

To ensure credentials, RSVP by Wednesday, June 26, to Christina Weichel at cweichel@twose.ca or call 780-452-9100, ext. 2233.

Media Contact:

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

Ursula Phillips
VP, Marketing & Communications
w: 780-452-9100, ext. 2230
c: 780-982-5074
uphillips@twose.ca



Media Advisory

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.