

The Science of Ripley's Believe It or Not!®

Explore the Unbelievable

at TELUS World of Science – Edmonton

Edmonton, AB – January 21, 2020 – *Believe It or Not!...* it's coming! *The Science of Ripley's Believe It or Not!* — opens March 20, 2020 at TELUS World of Science - Edmonton.

The Science of Ripley's Believe It or Not! presents an extraordinary collection of intriguing objects and astonishing artifacts from *Ripley's Believe It or Not!*®. The exhibition allows visitors to explore the real science behind the unbelievable, and has something for everyone:

- Young children will be thrilled as they crawl through a life-size model of the prehistoric snake *Titanoboa*
- Teens will be amazed by the portrait of Justin Bieber made entirely of candy
- Adults will marvel at intricate micro-sculptures so small, they fit in the eye of a needle

The underlying science of every *Ripley's Believe It or Not!* story is even more amazing than Robert Ripley's legendary compendium of oddities, anomalies and fantastic feats.

"We strive to deliver fascinating science to our guests. The kind of science that leaves an impression and that people will talk about for years to come," said Alan Nursall, President and CEO of TELUS World of Science – Edmonton. "That's what this exhibition is. It is full of weird and wonderful science from across the globe and we can't wait for our guests to experience it for themselves."

"This remarkable new, highly interactive exhibition is the perfect opportunity to introduce our brand to an entirely new audience. It's colourful, exciting, bursting with family fun and very hands-on," said Jim Pattison Jr., President of Ripley Entertainment Inc. "Robert Ripley was always fascinated by the scientific side of his finds as he traveled the world. The exhibition proves that *Ripley's Believe It or Not!* is indeed the global leader of the weird, strange and unusual."

- Measure up against Robert Wadlow, the world's tallest man, who grew to 8 feet 11 inches (2.72 m) tall
- See a calf with two faces and a megalodon shark jaw
- Check out a Rolls Royce made of matchsticks
- See a portrait of Einstein made of toast
- Experience some of the world's most perplexing optical illusions, investigate incredible examples of body modification and celebrate the life and legacy of Robert Ripley, the explorer and adventurer.

Experience the bizarre, explore the mysterious, and enjoy the weird at *The Science of Ripley's Believe It or Not!* exhibition opening on March 20, 2020 at TELUS World of Science – Edmonton.

The Science of Ripley's Believe It or Not! is a joint production between Ripley Entertainment Inc. and Science North. The exhibition is funded in part by the Northern Ontario Heritage Fund Corporation.

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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 The Science of Ripley's Believe it or Not!

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