

Explore the Phenomena of the Deep Ocean!

WHAT: Media are invited to preview TELUS World of Science – Edmonton’s next Feature Exhibition: *James Cameron – CHALLENGING THE DEEP*. This is an exclusive opportunity for media to get the first look at this exciting new exhibition before it opens to the public.

WHEN: Friday, November 5, 2021
10:00 a.m. to Noon

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

WHO: Available for interviews:

- Kim Butts, Design Director, Avatar Alliance Foundation
- Alan Nursall, President & CEO, TELUS World of Science – Edmonton
- Monica Roberts, Director, Science Experience, TELUS World of Science – Edmonton

HOW: A brief overview of the *James Cameron – CHALLENGING THE DEEP* Exhibition will be provided at 10:00 a.m. 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: The exhibition will be open to our Members during this time. Signs will be posted that photography and videotaping for media outlets will be occurring. Visitors have not signed photo/video releases so please ask permission for visitors that you would like to highlight.

Exhibition highlights include:

- The DEEPSEA CHALLENGER submersible and pilot sphere.
- Props and costumes from the blockbuster movie Titanic.
- Cinema-scale projections, artifacts and technology developed by Cameron for his eight deep ocean expeditions.
- Original miniatures, artist's maquettes, Cameron's specially engineered diving helmet and underwater communication on the innovative underwater feature, The Abyss.
- Titanic, Deepsea Challenger, and Bismarck touchscreen interactives.

The Science Centre will be showing James Cameron’s *DEEPSEA CHALLENGE* film in IMAX® throughout the exhibition’s run.

To attend this event guests must provide proof of vaccination, or a negative COVID-19 test results (within 72 hours) for any guest over the age of 12. Masks are mandatory (for ages 3 & up) during your visit to the Science Centre.

To ensure credentials, RSVP by Wednesday, November 3, to Donalda Pelton at dpelton@twose.ca or call 780-915-0765.

JAMES CAMERON – CHALLENGING THE DEEP is a traveling exhibition produced by the Australian National Maritime Museum, in association with the Avatar Alliance Foundation and is toured internationally by Flying Fish.

Media contact:

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About Flying Fish Exhibitions

Flying Fish brings transparency, accountability, and profitability back to the touring exhibitions industry by working intimately with Museum and Science Center clients to take their exhibitions out to a broader, global market and to facilitate exhibition licensing between like-minded institutions. For Museums. By Museums.

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