

New *Arctic Journey* opens September 17 at TELUS World of Science – Edmonton

EDMONTON, AB – August 17, 2022 – The *Arctic Journey* is an awe-inspiring interactive science exhibition that tells the story of the changes experienced by the people, land, and animals living in the North.

As guests enter ***Arctic Journey*** in the Newell Family Gallery, they do not simply read about the Arctic – they will feel it. The exhibition’s engaging experiences allow guests to be an active participant in exploring the Arctic region, as it comes to life in front of them, through stories, artifacts, hands-on exhibits, and immersive sights and sounds that transports them to Canada’s Far North.

“In a month’s time, Edmontonians and Albertans will get the chance to experience the largest permanent exhibition to open in the Science Centre’s history,” said Alan Nursall, President & CEO at TELUS World of Science – Edmonton. “*Arctic Journey* will take you across the frozen tundra, and over the Arctic sea-ice through paths established by the generations of Inuit, Innu, Dene, Gwich’in and other First Nations Peoples that call this region home.”

The opening of *Arctic Journey* marks the completion of the Science Centre’s seven-year ambitious *Aurora Project*, to expand and reimagine the existing galleries, while building a foundation for new science centre experiences. With the project’s completion, guests can now enjoy 20,000 square feet of new space to explore.

Guests will engage all their senses through a variety of interactive exhibits, as they explore *Arctic Journey* starting September 17.

- Enjoy the rush as you hear cracking ice, and feel the chill of blowing wind riding an interactive dogsled across a frozen tundra
- Experience an object theatre that highlights the director of a world leading Edmonton ice core facility on a momentous race against time to retrieve a 327 meter ice core from the tallest mountain in Canada
- Explore and build an indoor Iglu (Inuit language)
- See an inuksuk and marvel at its cultural significance
- Take the Arctic Survival Challenge – can you safely traverse sea ice, and fish for food?

To celebrate the opening of *Arctic Journey* and the completion of the *Aurora Project*, guests are invited to an opening weekend (September 17 and 18) full of family-friendly festivities! Enjoy a variety of giveaways, including complimentary Science Centre Purple Lab Coats for the first 75 children (under 6) each day, with paid general admission. The Science Centre will come alive by activating guest’s senses through sounds, sights, taste, and immersive activities throughout the day.

As a complement to *Arctic Journey*, guests can embark on a cinematic adventure to experience a land untouched by time in ***The Arctic: Our Last Great Wilderness***, opening in IMAX on

September 17. The film takes viewers to the remote Alaskan wilderness for an intimate look at one of the largest animal migrations on Earth. Viewers will encounter polar bears, musk oxen, wolves, and more as they enjoy breathtaking cinematography from the wildest place left in North America.

This fall, Your New Science Centre Adventure Awaits!

For more details on *Arctic Journey Exhibition and The Arctic: Our Last Great Wilderness* in IMAX, visit www.twose.ca.

#####

A media advisory for a media preview of the new exhibition will be circulated closer to the opening of *Arctic Journey*.

Media Contact:

- Ursula Pattloch, Director, Marketing & Communications, C: 780-982-5074,
E: upattloch@twose.ca
- Brett Nestman, Coordinator, Marketing & Communications, C: 780-999-8893,
E: bnestman@twose.ca

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.