Embark on an *Arctic Journey* at
TELUS World of Science - Edmonton

WHAT: Media are invited to preview *Arctic Journey Exhibition,* TELUS World of Science – Edmonton's brand-new gallery. This is an exclusive opportunity for media to preview the largest permanent gallery in the science centre's history before it opens to the public on September 17.

WHERE: **TELUS World of Science – Edmonton**
Arctic Journey Exhibition in the Newell Family Gallery
11211 142 St NW, Edmonton, AB

WHEN: There are two opportunities to preview the *Exhibition:*

Thursday, September 15	Friday, September 16
Stakeholder Gala	Community Event
Formal Program
6:00 p.m. - 7:00 p.m.	Open Experience (no program)
4:00 p.m. – 9:00 p.m.
Interviews to follow program	Interviews 4:00 p.m. – 5:00 p.m.

WHO: The following people will be present and may be available for interviews:

Thursday, September 15	Friday, September 16
Alan Nursall, President & CEO,
TELUS World of Science – Edmonton	Alan Nursall, President & CEO,
TELUS World of Science – Edmonton
Jennifer Bawden, Senior Manager, New Galleries and Research Exhibits,
TELUS World of Science – Edmonton	Jennifer Bawden, Senior Manager, New Galleries and Research Exhibits,
TELUS World of Science – Edmonton
Government Officials (Municipal, Provincial, and Federal)	
Special guests from the Northern Advisory Group	

HOW: Media check-in

Thursday, September 15	Friday, September 16
RSVP by September 14 at 3:00 p.m. (MST) to be put on the media list. Email Brett Nestman at bnestman@twose.ca

On September 15, check in at the registration table. You will be directed to the main stage for the formal program. | RSVP by September 14, at 3:00 p.m. (MST) to be put on the media list. Email Brett Nestman at bnestman@twose.ca

On September 16, check in at the media table in the lobby. From there you are invited to explore the new *Arctic Journey Exhibition*. |

VISUALS: *Arctic Journey* will be fully operational, allowing media to experience the immersive gallery with opportunities for photography and/or video to be captured. The exhibition will be open to guests during the events with signage posted to notify guests that photography and videotaping will occur.

Arctic Journey highlights
- 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?

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.