

Partnership allows more people to experience the wonders of the Aurora

Edmonton, AB – Sept. 29, 2022 – Northwest Territories Tourism has partnered with TELUS World of Science – Edmonton to bring spectacular footage of the Aurora Borealis to the science centre. The updated *Aurora Room* in TELUS World of Science – Edmonton’s *S.P.A.C.E. Gallery* showcases breathtaking footage of the Aurora Borealis from one of the best places in the world to watch the northern lights - the Northwest Territories. Guests that want to learn more about this incredible phenomenon can also watch the film *Aurorae* in the world leading *Zeidler Dome Theatre*.

“In all of Canada, the Northwest Territories is one of the best locations to view the spectacular northern lights. The footage provided for our *Aurora Room* demonstrates how incredible it is to view the northern lights near the Arctic Circle with the clear dark nights provided in the Northwest Territories. We are grateful to Northwest Territories Tourism for their support and for helping us ignite curiosity in guests of all ages about the wonders of the Aurora.” Alan Nursall – President & CEO TELUS World of Science – Edmonton

“Partnering with TELUS World of Science – Edmonton in support of the *Aurora Room* in the *S.P.A.C.E. Gallery* and the *Aurorae* Film in the *Zeidler Dome Theatre* was a natural fit. Northwest Territories Tourism is proud that our stunning night skies will be featured throughout both experiences. We hope these incredible visuals inspire people to visit the Northwest Territories to see the Northern Lights - and so much more - up close.” Donna Lee Demarcke - CEO of Northwest Territories Tourism

Guests visiting TELUS World of Science – Edmonton can relax in the contemplative *Aurora Room* or immerse themselves in the 360-degree beauty of the Aurora Borealis in the *Zeidler Dome Theatre*. The theatre show *Aurorae* features more than 179,000 spectacular images of the northern lights.

“The Northwest Territories offer on average 240 nights of Aurora-viewing opportunities a year thanks to crystal-clear nights, ultra-low humidity, and a perfect location directly beneath the ‘Auroral oval’ – the ring around the Earth’s geomagnetic North Pole.” Frank Florian – Senior Manager, Planetarium and Space Sciences

For more details on The *Aurorae* film, visit

<https://telusworldofscienceedmonton.ca/explore/experiences/aurorae/>

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 charitable organization that operates TELUS World of Science – Edmonton.