

***Secrets of the Sea* - IMAX Film Launch includes a Celebrity “Sea Plunge” at TELUS World of Science – Edmonton**

WHAT:

A host of local celebrities and media personalities will take the “*Sea Plunge*” in support of science education in our community. The “*Sea Plunge*” event is being held as part of the Science Centre’s launch of its newest IMAX film, *Secrets of the Sea*, and will feature several familiar faces diving in.

The event will start at 2:00 p.m. on January 12

- Jonathan Bird – Director, *Secrets of the Sea*
- Josh Classen – Chief Meteorologist, CTV Edmonton
- Erin Chalmers – Anchor, Global News
- Daintre Christensen – Anchor, Global News
- Frank Florian – Scientist, TELUS World of Science – Edmonton
- Mark D. & Alice G. – Virgin Radio Mornings

Did we mention that before these excited participants take the plunge the tank will be filled with a variety of sea creatures?

All Science Centre guests and friends (so invite everyone you know) will be invited to test their luck and *Toss a Softball in Support of Science*. The cost is only \$5 a throw or three for \$10. Everyone who throws also receives a free IMAX admission to see *Secrets of the Sea* at 3:30 p.m. on January 12 hosted by Jonathan Bird, Director of the film.

Media have an opportunity to interview Jonathan Bird after his dunk, and are invited to take in Jonathan’s evening presentation with a screening of the film followed by a Q&A session after the screening. Jonathan will be speaking on the challenges of filming underwater and around the world, as well as ocean biodiversity.

For guests looking for the full oceanic experience, *Out of the Depths: The Blue Whale Story Exhibition*, on now at TELUS World of Science – Edmonton, offers visitors a glimpse into the world of the largest animal to have ever lived on Earth as they come face-to-face with a complete blue whale skeleton measuring 23.7 metres in length, and the only preserved blue whale heart in the world. For more information on the current feature exhibition visit www.twose.ca/outofthedepts.

WHERE: TELUS World of Science – Edmonton
11211 142 St NW, Edmonton, AB

WHEN: Thursday, January 12, 2023

- 1:30 p.m. – Check-in
- 2:00 p.m. – Sea Plunge Event
- 3:30 p.m. – Screening of *Secrets of the Sea* with introduction by Jonathan Bird with a Q&A session following the screening

WHO: The following people will be available for interviews:

- Jonathan Bird, Underwater Photographer & Film Director
- Ursula Pattloch, Director, Marketing & Communications TELUS World of Science – Edmonton

HOW: Any media interested in attending, or if one of your on-air personalities are interested in participating in the Sea Plunge event with proceeds supporting science education in your community, please RSVP to Brett Nestman at bnestman@twose.ca by 3:00 p.m. on January 11, 2023.

Upon arrival, media are asked to check-in with the media desk in the main lobby. Media passes to the advanced screening of *Secrets of the Sea* are available upon check-in.

VISUALS: Creative assets for the film are available for media use & will be provided upon check-in. The Sea Plunge event will allow media the opportunity for photography and or video to be captured. The Science Centre will be open to the public during this time with signage posted to notify visitors that photography & videotaping will occur.

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.

About *Secrets of the Sea*

Prepare to meet some of the ocean’s strangest and most spectacular creatures in *Secrets of the Sea* in IMAX. From adorable pygmy seahorses and opalescent squid to manta rays, tiger sharks, barnacle blennies, a coconut octopus, and much more. *Secrets of the Sea* takes viewers face-to-face with astonishing array of marine critters and shows the fascinating ways they interact with each other and their environment. Filmed in more than 14 spectacular locations around the world – from the Philippines, Mexico and Tahiti to Indonesia, the Galapagos, Palau, Hawaii, California, and others – the film reveals the many wonders of our ocean world and demonstrates the critical importance of marine biodiversity to keeping our oceans healthy.

The film is family-friendly and has a run time of 40 minutes. For more information, visit www.twose.ca/secretsofthesea.

Secrets of the Sea is a MacGillivray Freeman Films presentation of a Howard Hall Productions & Oceanic Research Group production. Narrated by actress Joelle Carter.