



MEDIA ADVISORY

Celebrating 40 Years of Science with TELUS World of Science – Edmonton

WHAT: Media are invited to join TELUS World of Science – Edmonton on July 1 for an exciting 40th birthday celebration filled with fun activities.

Get ready for an unforgettable celebration as the Science Centre commemorates its 40th anniversary by reviving the legendary *Galaxy Fest* from the 1980s! Drop by on July 1 for a day packed with thrilling free outdoor activities.

- **Rocket Launch** - witness the largest rocket launch in the Science Centre's history with an astounding 40 rockets blasting off at the same time!
- **Birthday Cake** - enjoy free birthday cake to satisfy your sweet tooth.
- **Retro T-Shirt Launch** - snag a limited-edition retro Edmonton Space Sciences Centre t-shirt launched through a cannon.
- **Asteroid Bean Bag Toss** - take part in the Asteroid Bean Bag Toss for a chance to win an adorable mini 40th dino or alien stuffy.
- **Mascots** - Dinosaurs, LEGO® Characters, Penguins, OH MY! Say "hi" or take a selfie with one of the many Science Centre mascots
- **Games and Experiments** - dive into a world of fun with games and experiments, from Fizzy Rockets to Bottle Rockets and more.

Plus, as part of Science Centre General Admission on the Syncrude Science Stage

- **Liquid Nitrogen Ice Cream** - watch an experiment that you can then eat – the Liquid Nitrogen Birthday Ice Cream! Get ready for a frosty treat that's as cool as it gets!
- **Science of Fireworks** - Not to be missed is this explosive demonstration, *The Science of Fireworks*, with mesmerising bursts of colour!

Prepare for a visual sensation. Guests can immerse themselves in the awe-inspiring IMAX film, *The Dream is Alive*, the first IMAX® film ever shot in space, which premiered at the Science Centre in 1985. An additional ticket is required, but it's worth every penny for this historic experience. Plus, don't miss the heart-pounding NEW IMAX film, T. REX, playing throughout the day.

Get ready for an epic adventure! It's going to be a blast!

WHEN: **Monday, July 1, 2024**

11:00 a.m. Constance Scarlett, President & CEO will deliver a special message and greetings from The Edmonton Space & Science Foundation. There will be a special presentation honouring **renowned Indigenous architect, Douglas Cardinal, the visionary behind the original design for the science centre building.**

11:30 a.m. 40 rockets launched to commemorate 40 years

12:00 p.m. Birthday cake

9:00 a.m. to 3:00 p.m. Outdoor science activities and giveaways.



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

WHO: The following people will be available for interviews:

- Constance Scarlett, President & CEO, TELUS World of Science – Edmonton
- Frank Florian, Senior Manager, Planetarium and Space Sciences, TELUS World of Science – Edmonton

HOW: Any media interested in attending are asked to RSVP by emailing Kyle Temple at ktemple@twose.ca by 8:00 a.m. on July 1, 2024.

VISUALS: From the breathtaking sight of rockets soaring through the sky to the vibrant and imaginative chalk rockets created by enthusiastic participants, there will be many captivating moments that showcase the essence of scientific exploration and discovery.

Media Contacts:

- Kyle Temple, Interim Manager, Marketing & Communications E: ktemple@twose.ca
- Donalda Pelton, Interim Director, Marketing & Communications E: dpelton@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 registered charitable organization that operates TELUS World of Science – Edmonton.