



40<sup>th</sup> Anniversary

TELUS WORLD  
of SCIENCE  
Edmonton



# ANNUAL REPORT

# 20 24



Edmonton Space &  
Science Foundation

# YEAR IN REVIEW

2024 was a pivotal year for TELUS World of Science – Edmonton as we celebrated our 40th anniversary. This milestone provided a meaningful opportunity to reflect on four decades of innovation, discovery, and community engagement. We reconnected with our alumni and documented our history, sharing inspiring moments with the visionary Edmontonians who helped bring the Science Centre to life.

We were thrilled to start our 40th Anniversary Celebrations by welcoming Her Honour, the Honourable Salma Lakhani, Lieutenant Governor of Alberta, as part of a special celebration marking our anniversary with the Foundation and our closest community partners. A highlight of our celebrations was welcoming back Douglas Cardinal to the building he originally designed—exactly 40 years after its opening. We were honoured to capture his reflections and stories about this building that has now become an iconic Edmonton landmark.

A significant focus this year was the development of our new strategic plan, **Science for All**. This ambitious initiative involved extensive consultations with our Foundation, Board, staff, volunteers, and community members to ensure alignment around a bold new direction. As part of this process, we conducted a governance and operational review to strengthen our organization and ensure we are well-positioned to support this new strategic direction.

As we strive to build a future where science is truly for everyone, we took significant steps to enhance accessibility and foster a sense of belonging.

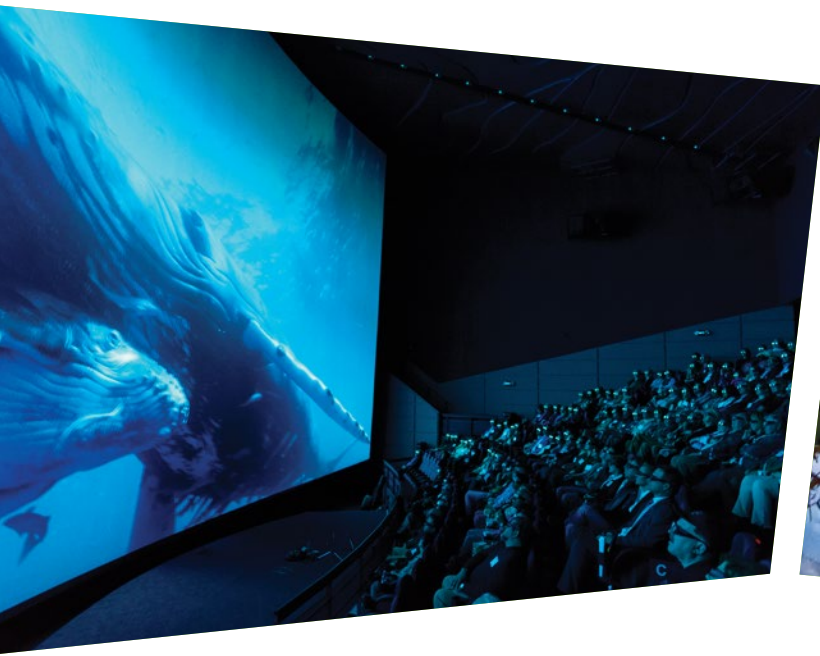


A key achievement was our partnership with the Edmonton Public Library, which allowed us to pilot an innovative program aimed at reducing financial barriers to attendance. In its first year, this program reached 700 visitors every month.

2024 was also a year of strong attendance and digital engagement. We were thrilled to welcome 575,555 visitors to our building, reaffirming our role as a premier destination for science education and exploration.

Our digital programs continued to expand, with 70,000 hours of engagement with youth, including online programming that promotes equity of access and digital literacy initiatives such as coding and robotics programs.





Our efforts were recognized on a grand scale when TELUS World of Science – Edmonton was named Attraction of the Year at the Edmonton Tourism Awards. This honour underscores the exceptional quality of our guest experience and the unwavering support of our community.

While we celebrated many achievements this year, we also experienced profound loss. We honour the memories of Elder Gilman Cardinal, a dedicated member of our Indigenous Advisory Circle and a driving force behind our Indigenous Initiatives; Sandy Slator, a valued member of the Council of Governors and the Foundation; Mel Jackson, a long-serving volunteer and community champion; and Doris Pfeifle, a deeply cherished long-term staff member.

Their contributions to our organization and community will never be forgotten.

As we close this remarkable year, we look ahead with enthusiasm and determination. Our 40th anniversary reaffirmed the impact of science education in our community, and with **Science for All** as our guiding vision, we are poised to reach even greater heights in the years to come.

Thank you to our staff, volunteers, partners, and supporters for making 2024 a year to remember. The best is yet to come!



**Dr. Matina Kalcounis-Rueppell**  
Chair, Board of Director

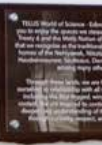


**Constance Scarlett**  
President & CEO

## WHAT WE ASPIRE TO BE

ôma ôta amiskwaciwâskahikan kâyâk, ôma  
nikotwâsik êhakimiht kâhasotamihk; ôta ôma  
otipêyim'sowak wîstawâw otaskîwak

**Ignite Curiosity**  
**Inspire Discovery**  
**Celebrate Science**  
**Change Lives**





# ATTENDANCE

Annual Attendance

**575,555**

Annual Members

**32,967**

Annual Member Households

**9,456**

Number of Students  
(75,670 onsite, 16,094 virtual,  
3,533 in-school)

**95,297**

Number of Schools  
(565 onsite, 48 virtual,  
48 in-school)

**661**

# OUTREACH & VOLUNTEERS

Outreach Program Attendance

**18,333**

Outreach Schools

**40**

Rural Communities Served

**30**

Volunteers

**128**

Volunteer Hours

**11,687**

# IMPRESSIONS

Website Sessions

**1,474,942**

Facebook Followers

**46,928**

Instagram Followers

**28,120**

Twitter Followers

**9,373**

TikTok 2024 Views

**15,707**

Social Media Impressions  
(Paid & Organic)

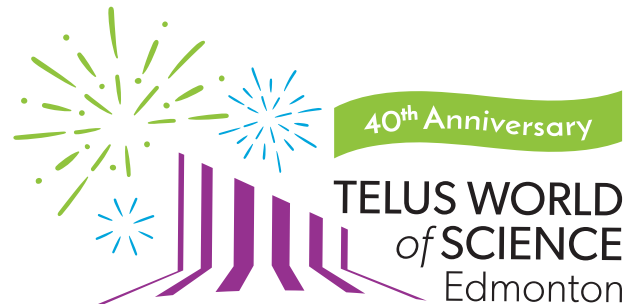
**42,616,217**

# 40 YEARS OF SCIENCE & WONDER:

## A Year of Celebration at TELUS World of Science – Edmonton

In 1984, Edmonton Space Sciences Centre opened its doors, sparking curiosity and inspiring generations. Forty years and 18 million visitors later, TELUS World of Science – Edmonton remains a hub for discovery, evolving with new exhibits and technologies while staying true to its mission: making science accessible and fun for all.

To celebrate this milestone, the Science Centre launched a year of events, uniting supporters, partners, staff, alumni and future scientists to honour the past, celebrate the present, and look ahead to the next 40 years of innovation.



*Unveiled at the start of the year, the 40th anniversary logo celebrates four decades of inspiring discovery, curiosity, and innovation at the Science Centre.*







## A Gathering of Visionaries & Supporters

The 40th anniversary celebrations launched in grand style on May 23, uniting key supporters, community partners, and officials from all levels of government. Special guests included Doug Hube, a founding visionary of Edmonton's science centre, and Her Honour, the Honourable Salma Lakhani, Lieutenant Governor of Alberta, who highlighted the vital role of STEM education in shaping the province's future.

## A Galactic Blast from the Past

On July 1, **Galaxy Fest** brought a cosmic throwback to the Science Centre's first anniversary, welcoming 2,000 guests for a space-themed celebration. The highlight? A record-breaking launch of 40 rockets—one for each year of wonder!

The event honored Douglas Cardinal, the visionary Indigenous architect behind the Cardinal Building, with a star on the Milky Way Mosaic Wall. Celebrations continued with a special luncheon, where Indigenous Knowledge Keepers, Elders, and community representatives reflected on the importance of Indigenous perspectives in shaping spaces of learning and discovery.







## A Historic Field Trip, 40 Years to the Day

On September 25, 1984, students from William D. Cuts Junior High School became the first class to visit the Science Centre. Exactly 40 years later, a new generation from the same school returned for a special day of hands-on learning.

To mark the occasion, each student received a limited-edition 40th anniversary t-shirt, featuring a reprint of one of the Centre's earliest designs. This milestone celebrated the Centre's lasting commitment to education, curiosity, and inspiring future scientists.



## Celebrating with the Community

Community has always been at the heart of TELUS World of Science – Edmonton, and the 40th anniversary was a chance to celebrate those who shaped its journey. Partnering with Alley Kat Brewing Co., the Science Centre created a 40th Anniversary Limited Edition Beer, giving supporters a unique way to toast science and discovery.

Meanwhile, the Edmonton Corn Maze featured the anniversary logo in its 2024 design, complete with a science-themed trivia challenge. These collaborations showcased how science connects to everyday life, making learning fun in unexpected places.



# Team Purple

None of this would be possible without the dedicated staff, alumni, and volunteers—fondly known as Team Purple. To celebrate their passion and commitment, the Science Centre hosted an '80s Throwback Party, featuring retro games, great food, karaoke in the Zeidler Dome, and t-shirt cannon launches. It was a night of fun, gratitude, and well-earned recognition.

After a year of unforgettable celebrations, TELUS World of Science – Edmonton now looks ahead to the next 40 years of innovation, discovery, and inspiring future generations. Thank you to our community, partners, and incredible team for making this milestone so special—here's to the future of science education in Edmonton!



In addition to on-site events, we launched a 40 Years of Science storytelling campaign, where we shared the memories of past visitors, staff, and volunteers who have helped shape the Science Centre. Through social media, video interviews, and interactive exhibits, we celebrated the impact of science education over four decades.

“One of my many favourite science centre memories is coming to the science centre when I was a child with my grandma and grandpa. I remember how amazing it was to go sit in the space shuttle and explore the big building with so much to discover.

Recently I had the honour of bringing my grandma to the newly renovated science centre with my two young children. My children, ages 4 and 6, toured their great grandma around to all of their favourite exhibits. It was an amazingly meaningful experience shared back across generations.

”



# The Edmonton Space & Science Foundation (ESSF) Community Connections



The ESSF announced **Valerie Miller as the 2024 Science Fellow** as part of the Science Fellowship program, which annually acknowledges the outstanding contribution of a young STEM professional living in Northern Alberta and is led by the ESSF's Science Fellowship Committee. Valerie, a land reclamation specialist with a PhD from the University of Alberta (2019), is passionate about education and science outreach.

Throughout Valerie's Fellowship, she engaged with the Science Centre and enriching Member events, public activities, and Science School. Inspiring many with her expertise and enthusiasm.

The ESSF Programming Committee hosted three **Science on Tap** events, fostering expert discussions in the community. The year kicked off with Future of Foods, exploring innovations for a sustainable future, followed by Screen Time in Schools, examining Edmonton Public Schools' new device policy.

On November 27, The Science of Hockey at ZerOne Hockey Training Centre featured University of Alberta experts discussing the economics, neuropsychology, and physical demands of the sport. Enthusiastically received, these events highlighting ESSF's dynamic programming and drew close to 200 guests.



In 2024, the Edmonton Space & Science Foundation created the **Inspiring Educator Award**, in honour of the Science Centre's 40th anniversary and to express gratitude for the unwavering support of educators.

The Inspiring Educator Award Committee was formed and in the coming year, the ESSF will recognize three exceptional teachers from Northern Alberta who bring science to life in their classrooms.

“ Seriously loveeee our @twosedm membership!  
We try to go at least twice a month.  
wandandwillowphoto ”



# Honouring the Legacy of Our Cherished Community & Staff Members



**Mel Jackson** (February 16, 1934, to March 15, 2024)

Mel was a volunteer at TELUS World of Science – Edmonton. His invaluable contributions, totaling over 15,000 volunteer hours to the TELUS World of Science – Edmonton, left an indelible mark, garnering the admiration and respect of all. Recognized for his unwavering commitment, Mel was honoured with the prestigious Alberta Centennial Medal, a testament to his tireless dedication.



**Doris Pfeifle** (February 21, 1967, to March 27, 2024)

For nearly 40 years, Doris served the Edmonton Space & Science Foundation in roles from Cashier to Bookings & Rentals Facilitator. She met her husband, Dave, while he worked here in the early '90s. An exceptional listener, Doris always provided grace and understanding – and even a hug, if needed. Known for her dedication, kindness, and warm support, her impact will be lasting.



**Elder Gilman Cardinal** (May 27, 1943 to August 9, 2024)

Elder Cardinal was instrumental in advancing early work towards Reconciliation at TELUS World of Science – Edmonton, shaping Indigenous Programs and fostering a welcoming environment for Indigenous Peoples to explore the Science Centre. His guidance and patience were invaluable, and we are forever grateful.



**Sandy Slator** (July 10, 1944, to October 15, 2024)

For 26 years, Sandy championed our mission to connect curious minds with the wonders of science, serving eight years on the Board of Directors, including two as Chair. After these terms, he remained a dedicated member of the Edmonton Space & Science Foundation and the Council of Governors, providing invaluable guidance and stewardship for the organization. Sandy's leadership drove transformative changes—major expansions, the growth of our outreach programs, and navigated us through the pandemic. His unwavering passion for science continues to inspire and shape our community's future.



# Activate the New Visitor Spaces & Engage our Visitors

In 2024, TELUS World of Science – Edmonton sparked curiosity through interactive exhibits and innovative experiences for students, families, and the public. With a diverse range of interactive science activities, the Science Centre inspired discovery for more than half-a-million visitors.



The year began with the final months of the **Mazes & Brain Games exhibition**, which closed on March 3. This exhibition was a hit with school groups, who valued its interactive and open-ended play opportunities. It attracted over 125,000 guests. The popular adult event, Sip & Solve nights, sold out all four nights.



**Dinosaurs – The Exhibition** ran from March 23 to September 4, drawing over 215,000 guests. Opening during Spring Break and Easter, the Science Centre's dinosaur mascots, Dilly, Dally, and Chuck, became quick celebrities at both onsite and community events.

Interactive experiences to enhance the guest experience included the Dino Dig, "Rock, Fossil, Fake" game, Dino Storytime, the Tots Explorer Tent, a scavenger hunt, and 3D puzzles. Meet-and-greets with University of Alberta Paleontology students and monthly adult date nights drew a diverse audience to this popular exhibition.



## Activate the New Visitor Spaces & Engage our Visitors



**Our Climate Quest Exhibition**, running from October 6 to January 6, attracted over 72,000 guests eager to learn about climate change in Alberta. Hosting this exhibit gave Science Centre staff an opportunity to learn more about this important topic so to support the many dynamic conversations sparked by the information presented.



The **Health Zone** in the Allard Family Gallery launched a new exhibit with two events. On May 24, Glycomics students from the University of Alberta led Sugar Day, educating guests on the role of sugars and glycans in health. In the fall, the new Sugars Decoded exhibit, created with Dr. Lara Mahal and the Glycomics Institute of Alberta, was launched, exploring cell surface sugars and cancer progression through a video and hands-on game.



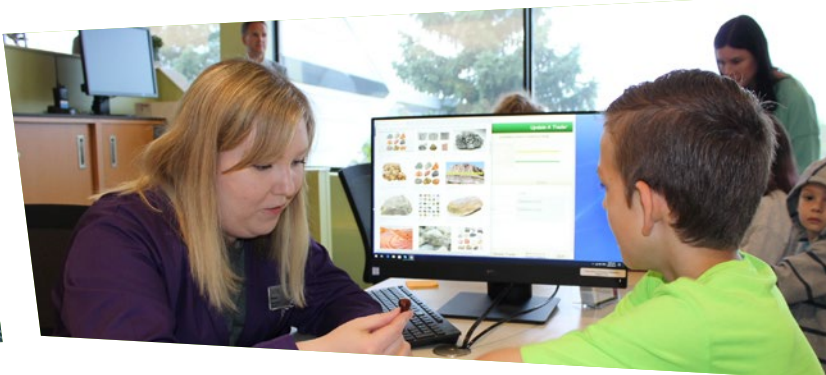
The Science Centre brought physics to life with the interactive **Forces Unleashed** show, featuring hands-on, reimagined classic experiments and the hair-raising Van de Graaf generator. In Summer 2024, the new RXNS chemistry show explored electrons, atoms, and polymers. For Halloween, guests enjoyed a spooky yet delicious Trick-or-Treat ice cream with cranberry flavour.



In 2024, the **S.P.A.C.E. Gallery** topped visitor rankings in a Guest Experience Survey. The Exhibits Team upgraded the rocket launch activity with sturdier rockets. On July 7, Nikola Tesla Day celebrated the renowned engineer and scientist, featuring a scavenger hunt, Zeidler Dome presentation, and interactive activities.



Throughout 2024, The **Arctic Journey** in the Newell Family Gallery hosted cultural celebrations recognizing International Inuit Day, Nunatsiavut Day, and Gwich'in Day. A series of workshops were developed to highlight traditional Arctic crafts, including a Kalikuk-making workshop and an Ookpik-making workshop, led by Inuit knowledge keeper Brenda Egotak, highlighting Arctic culture and ingenuity.



**The Nature Exchange** welcomed 1,600 new traders, reaching over 8,600 traders total. Guests made 16,069 trades, peaking in March and July.





In 2024, the Zeidler Dome debuted **Dinosaurs: A Story of Survival**, a hit show complementing Dinosaurs – The Exhibition. Totality ran in March and April ahead of the April 8 Great Canadian Eclipse. Celebrating Dark Side of the Moon's 50th anniversary, a unique 360-degree Pink Floyd film set to the iconic album drew over 3,500 guests.



The **RASC Observatory** was a popular destination in 2024, drawing crowds for major celestial events. Clear skies provided clear views of the April 8 eclipse, which featured 34% solar coverage in Edmonton. Guests gathered at the Observatory to celebrate International Astronomy Day on May 18, to witness comet Tsuchinshan-ATLAS in October, and to marvel at stunning northern lights throughout the year. This was a year to remember for skywatchers.



Launched in January 2024, **Science Tots** is a weekly program for two-to-four-year-olds and their caregivers, featuring stories, songs, and hands-on science fun. With a 96% registration rate, a second session was added in the fall. Science Tots offers an "At Home Experiments" guide, encouraging continued exploration – for both the children and the caregivers!



In 2024, **Laser Shows** set records, led by the fan-favourite Taylor Swift show. This year's lineup featured artists like Tool, Michael Jackson, Aerosmith, and Prince, drawing strong attendance.



**Bill Nye** inspired Edmontonians with a sold-out talk at the Jubilee, offering concrete actions on climate change and strategies for tackling misinformation. The Science Centre not only had the honour of introducing this beloved scientist but also engaged audiences with science programming at the event. Warm and generous on- and off-stage, Bill Nye left a lasting impact.



**Spring Break** 2024 was a record-breaking success, drawing over 34,800 guests for one of the most vibrant and memorable Spring Breaks of the decade!





In 2024, the **IMAX Theatre** drew over 154,600 guests, its second-best year since 2014. Demand soared, with 2,488 IMAX Fanatic Passes sold, granting holders unlimited documentaries and exclusive perks.



For the premiere of **Ancient Caves**, Director Jonathan Bird joined us for an unforgettable evening, offering guests a chance to meet the visionary behind the film, discuss his journey, and ask questions after the screening. It was an exciting chance to dive deeper into the making of this captivating adventure!



The summer sensation **T.REX** had one of the strongest openings in recent years, attracting more than 22,600 guests and securing a spot in the Top 5 debuts since 2014!



The annual showing of Polar Express drew nearly 3,600 guests during the holiday season. The IMAX Theatre also featured **Lasting Impressions**, **Cities of the Future**, and **Superhuman Body**, captivating audiences until year-end.

2024 was another incredible year for **summer camps**, during which more than 1,500 future-scientists enjoyed 50+ action-packed days exploring science through activities like futuristic design, messy chemistry experiments, and uncovering the connections between coding and nature. Throughout the year, another 500+ campers participated in Spring, Winter, and professional development camps.





## Activate the New Visitor Spaces & Engage our Visitors



The inaugural **Leaders in Training (LIT)** program successfully empowered over 60 youth (ages 13–17) to take on leadership roles, gaining hands-on experience with campers and creating STEM-based activities. Participants also had exclusive interviews with Team Purple, offering insights into careers in science and education.



**Science Sleepovers** were a hit, offering Guides, Scouts, Embers, and school groups thrilling late-night IMAX films, hands-on challenges, live demos, and after-hours gallery adventures for an unforgettable experience.



In 2024, 75,670 students from 565 schools visited the Science Centre for field trips, exploring 20 programs including **Senses and Cree Astronomy**. Instructors fostered meaningful connections through special sessions like Weather Watch and Global Soundscapes. Events marking important dates, such as Black History Month, offered unique learning experiences supported by the Susan Peacock Access Fund.



In 2024, the Science Centre hosted six dedicated days for homeschool families, offering hands-on science experiences and resources. The **Homeschool Celebration of Learning Day** encouraged whole-family participation in experiments and fostered community connections.



The Science Centre hosted eight **Science Schools**, engaging 225 Edmonton Public and Edmonton Catholic students (Grades 2–9) in hands-on science learning. Activities ranged from building water filters and space rovers, to creating terrain maps and quinzhee shelters.



The Education team engaged teachers through 10 conventions, digital literacy seminars for 340 educators, and nine webinars with 115 participants. Three **Teacher Takeovers** offered peer networking and exploration of the Science Centre. A 12-member **Teacher Advisory Group** was formed to help improve accessibility and address classroom challenges.



# Steward Relationship Locally & Across Northern Alberta

The Science Centre has become a gathering place for members of Arctic communities to reconnect and share their culture. We hosted several events in 2024 celebrating a variety of Arctic communities including Gwich'in Day on April 22, Nunavut Day on July 9, and Inuit Day on November 7.



In 2024, we took on a new approach to managing our **Arctic Journey** exhibition in the Newell Family Gallery. Using Indigenous Governance practices, the space is now co-managed by the Indigenous Initiatives and Science Experience teams.

This model fosters integration across all galleries, with regular meetings of the Arctic Journey Advisory Circle, which includes Team Purple members, local scientists, and Indigenous Inuit and Gwich'in representatives.

On June 21, in celebration of **National Indigenous Peoples' Day**, the Science Centre hosted its second-largest event of the year, fostering celebration, respect, and understanding among Treaty People. Free admission lowered barriers to access and boosted Indigenous attendance.

The free admission offered on this day has resulted in steady Indigenous attendance, inviting the wider community to experience TELUS World of Science – Edmonton. The event has also led to valuable partnerships and collaborations, enriching the community and organization.

“ We saw the exhibit last weekend and it did not disappoint!  
Well done our kids LOVE it.  
bizzymama ”





On September 30, TELUS World of Science – Edmonton continued its commitment to recognizing the **National Day for Truth and Reconciliation**. The Science Centre paid tribute to the legacy of residential schools and colonialism through a blend of programming, ceremonial activities, and educational initiatives. Indigenous guests received free admission, and vendors were welcomed.



The events included vendor markets, community touchpoints, cultural programming, ceremonies, and traditional dance and music. These offerings featured a mix of both free programming and admission for self-identifying guests, as well as paid admission for the public, garnering positive feedback from the community. Efforts to sustainably grow these opportunities will continue.



A multi-year pilot project was launched with a grant-funded Indigenous Health and Wellness Specialist, the Indigenous Initiatives team, advisory circles, and youth. Using Indigenous governance and teaching methods, the project engages pregnant and mothering teens from Braemar School in a self-directed, inter-generational approach to identify the needs of these youth, their families and communities, enabling the creation of programming to benefit the broader community.



In the first year, milestones included work with Braemar youth on mental, emotional, and financial health. Snowshoes and winter gear were purchased, ensuring year-round programming opportunities and land-based learning at Coronation Park. Planning for 2025 focused on expanding programming at the Science Centre and on the land, covering cooking, nutrition, wellness, and cultural understanding.

“ My son Cameron collected his points for a long time at The Nature Exchange Trading Desk. He finally cashed in his points to get a huge piece of quartz bigger than your hand! He was the proudest little boy carrying around his heavy reward through all the exhibits.

He couldn't wait to add it to his huge rock and gem collection at home!

Edmonton Member – Jenalee Hicken

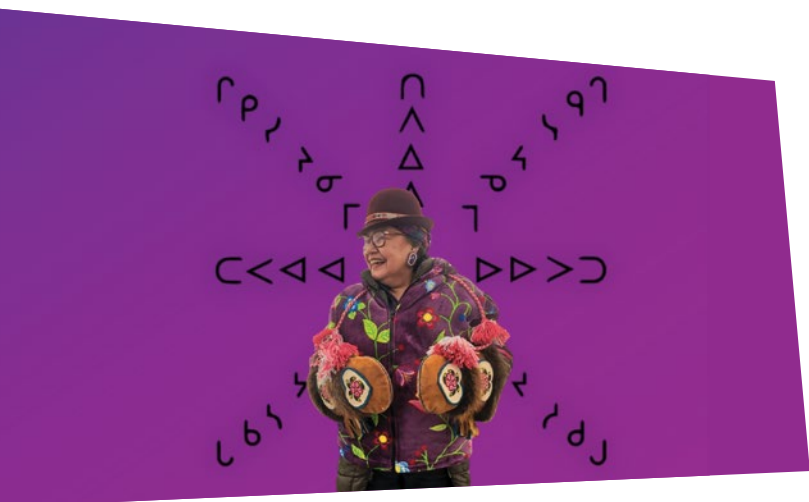
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A community workshop model was developed and refined with the hiring of an Indigenous Community Liaison, who has begun to develop and lead a more robust program. These low-barrier, culturally grounded workshops offer Indigenous community members a space to connect, learn, and strengthen cultural ties, fostering collaboration and new ideas within the Science's Centre's broader community.

These free, high-demand workshops foster engagement, cultural agency, and shared knowledge through traditional skills like beadwork, quillwork, moccasin making, language immersion, and much more. Continued investment through 2025 will refine and expand the program.



This year, efforts focused on expanding land-based programming, integrating Indigenous culture, language, and pedagogy into education and science experiences. The Medicine Garden hosted activities like stargazing, fire-building, and storytelling, while programming expanded into Coronation Park, hosting snowshoeing and hide-tanning. This reciprocal exchange of knowledge connects learning with the land and the Science Centre.

For the Science Centre's 40th anniversary on July 1, **Douglas Cardinal**, the architect for the original home of the Space and Science Centre, the Douglas Cardinal Building, travelled to Edmonton, highlighting the efforts put into reconciliation and community relationships.

At 90 years old, he shared wisdom and stories tied to the building he designed, leaving a lasting impact on all involved. It was a joy to see him embrace the festivities, witnessing his vision for a welcoming, gathering place of inspiration come to life for such an exciting occasion.



# Sharpen the TWOSE Experience

**Proudly Rainbow Registered** – In 2024, TELUS World of Science – Edmonton became Alberta’s first Rainbow Registered attraction, earning accreditation from Canada’s 2SLGBTQI+ Chamber of Commerce (CGLCC), following a rigorous assessment evaluating policies, practices, training, leadership, and commitment to inclusion. This recognition highlights its commitment to inclusion, setting a benchmark for safe and welcoming spaces, setting a benchmark for fostering safe and welcoming spaces for the 2SLGBTQI+ community in the City of Edmonton.



A huge thank you to our 32,967 Members for an unforgettable 2024! Celebrating our 40th Anniversary in style, Members enjoyed a pancake breakfast, exclusive IMAX previews, a festive Holiday Party, a journey back to the age of Dinosaurs, and much, much more. With over 124,000 visits and 18,000+ IMAX shows attended, your support means the world—here’s to more science-filled adventures ahead!



In 2024, fundraising efforts flourished! June’s **Walking Together**, ᐱᐱᐱᐱᐱᐱ ᐱᐱᐱᐱᐱᐱ, event raised \$16,000 for the Indigenous Access Fund, while October’s sold-out Where Science Meets Cocktails welcomed 1,350 guests and raised over \$180,000 for science education. The Seeds of Science Endowment Fund also hit a key milestone, reaching \$25,000.

“ I say, it all the time, but I think @twoseedm is the best membership around!  
We LOVE it there!  
edmontonplayground ”



## Sharpen the TWOSE Experience



In 2024, TELUS World of Science – Edmonton remained a hub for discovery and community support. When wildfires affected our region, the Science Centre opened its doors to more than 1,700 evacuees from Alberta and British Columbia, offering complimentary admission to provide a much-needed respite for families.

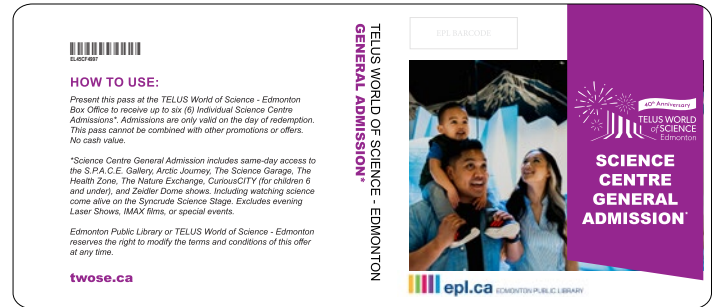


The Science Centre has made a concerted effort to engage with diverse communities, partnering with **Kids Up Front and Free Play for Kids**. Through these partnerships, we provided afterschool programs at no cost to underserved youth, helping to make science and learning accessible to all.

The Science Centre supported the community by partnering with **Make-A-Wish Northern Alberta** and **Ronald McDonald House**, granting two wish activations and donating over 100 family passes. It also contributed prizes to more than 40 charities, including Special Olympics Edmonton, the Fort Edmonton Foundation, and the Ben Stelter Foundation.

*I have too many memories of the Science Centre to pick only one. For me it is a thrill when I take my kids and see the expression on their faces when they learn or try something new, or explore a new exhibit. My kids always want to go back, and I love when they tell their grandparents all the things that they have done in their latest visit.*

Edmonton Member – Camila Krug



In 2024, a partnership with **Edmonton Public Library (EPL)** provided over 7,300 free admissions through family passes available for checkout at five branches.

This pilot project removed financial barriers and expanded access to hands-on science learning.



On September 26, the Science Centre and Amazon hosted **Future Engineer Day**, offering free admission to more than 1,700 guests. Visitors engaged in coding, the 'Your Voice is Power' workshop, and interactive STEM activities.





TELUS World of Science – Edmonton fostered curiosity, cultural understanding, and community ties, solidifying its role as a hub for scientific exploration and support across Northern Alberta.



In May, 12 team members attended the Canadian Association of Science Centres (CASC) conference in Saskatchewan, where Jennifer Gemmell, Staff Scientist, received the **CASCADE Outstanding Leadership Award** for her leadership of the TWOSE Robotics Team, and recognizing her contributions to The Science Garage and STEAMengine, and support for events like Women and Girls in Science Day.



In June 2024, the Science Centre launched a new evidence-based **Science Communication program**! Our first course—designed to help participants engage confidently with science skeptics—was beta-tested by Team Purple in November.



In **The Nature Exchange**, the Science Centre's highly skilled Exhibits team dedicated months to designing and engineering custom clutches for our microscopes—an innovative solution that even Nikon couldn't provide. Their expertise significantly enhanced microscope functionality, demonstrating remarkable ingenuity and problem-solving.

“Took the grandkids there yesterday and they absolutely loved it  
...we were there for 4 hours.  
Janice Admas Meredith”





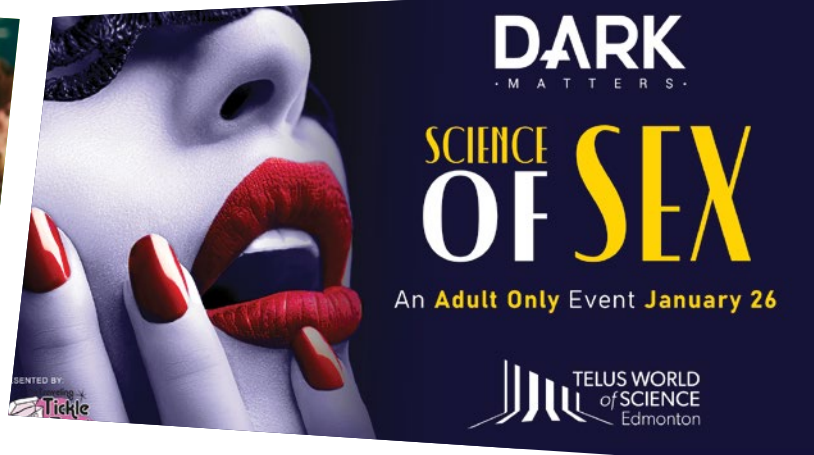
The Science Centre proudly hosted 326 unforgettable birthday parties over the past year, turning special days into extraordinary science adventures. With hands-on experiments, thrilling demonstrations, and interactive exhibits, we brought joy and learning to 4,306 enthusiastic guests



In 2024, the **Zeidler Dome** became a sought-after venue for unique rental experiences, hosting a full schedule of diverse events—from weddings and concerts to **Indigenous programming** and **Yoga Under the Stars** — offering unique experiences while generating revenue for the Science Centre.



**Cocktail Lab** is an electrifying, hands-on experience where adults can sip their very own science experiments! This immersive program is a hit for corporate team building, bachelor/bachelorette parties, and unforgettable adult birthday celebrations. In 2024, seven (7) Cocktail Labs booked, blending corporate collaborations with private, custom events.



**DARK MATTERS**, the Science Centre's adults-only nights, continue to grow in popularity. The sold-out **Science of Sex** event drew 1,200 guests, offering a safe space to learn more about sexual health, informed and hosted by local experts. In August, more than 485 attendees joined **Astronaut Boot Camp** for hands-on space training and rocket launches.

“ Thank you so much! Was a nice break from the stress of everything and the kids loved being able to get out, explore and play ”  
Stephanie Zado (Wildfire Evacuee)



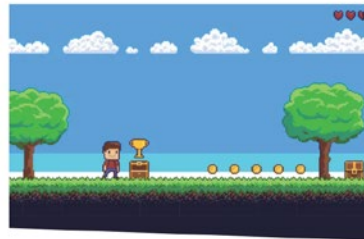
## Stabilize & Expand Digital Delivery

The 2024-2025 **FIRST Robotics** season launched in September, with the Science Centre fielding two FTC teams: the Sabercorns (junior) and the Science Syndicate (senior). Both teams competed in their first official meet on November 23, where the Science Syndicate placed 2nd. We're thrilled Enbridge has renewed its sponsorship, supporting mentorship, equipment, and training.

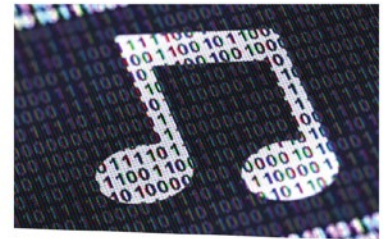
On February 4, both teams competed in the Northern Alberta Provincial Qualifiers. The Sabercorns placed 6th out of 12 teams, an impressive feat for a mostly Grade 7 team competing against older students. The Science Syndicate won the Connect Award for robotics outreach and placed 2nd for the Inspire Award, earning a spot at the Provincials.



The Northern Coding Academy expanded its virtual offerings, including Digital Skills Week, which integrates Indigenous perspectives and land-based learning through Coding in Nature.



GAME ON!



CREATIVE CODERS

The program saw growing popularity, with educators reporting increased student confidence in coding. Coding School explored topics like video game development and climate change, fostering in-depth projects in coding and computational thinking.

“Kiddos totally enjoyed this dino exhibit, so fun for many ages!”  
trudig58



# Ensure Financial Stability

## The Edmonton Space & Science Foundation

### Statement of Operations

For the year ended December 31,	2024	2023
<b>Revenues</b>		
Admissions	\$ 7,743,033	\$ 8,418,929
Operating grants	3,125,928	3,542,284
Retail operations	2,489,722	2,499,465
Sponsorship and donations	1,125,576	1,486,667
Rentals and other	852,474	479,768
	<b>15,336,733</b>	<b>16,427,113</b>
<b>Expenditures</b>		
Advertising and promotion	837,413	792,901
Operations	2,675,030	4,072,301
Retail operations	1,143,542	1,157,547
Royalties and film leases	522,658	457,847
Salaries and benefits	9,281,667	8,784,930
Utilities	668,477	629,006
	<b>15,128,787</b>	<b>15,894,532</b>
<b>Excess of revenues over expenditures before amortization</b>	<b>207,946</b>	<b>532,581</b>
Amortization of capital assets and intangible assets	(3,524,306)	(3,744,255)
Amortization of deferred capital contributions	3,187,263	3,374,498
	<b>(337,043)</b>	<b>(369,757)</b>
<b>Excess (deficiency) of revenues over expenditures</b>	<b>\$ (129,097)</b>	<b>\$ 162,824</b>

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## The Edmonton Space & Science Foundation

### Statement of Changes in Net Assets

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For the year ended December 31,

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	Unrestricted	Unrestricted Capital Assets	Restricted Strategic Initiatives Fund	Restricted Operating Reserve Fund	2024	2023
<b>Net assets, beginning of year</b>	\$ -	\$ 1,470,685	\$ 181,738	\$ 677,780	<b>\$ 2,330,203</b>	\$ 2,167,379
Excess (deficiency) of revenues over expenditures	273,603	(337,043)	(65,657)	-	<b>(129,097)</b>	162,824
Net investment in capital assets	-	(15,476)	15,476	-	-	-
Transfer to Strategic Initiatives Fund	(273,603)	-	105,000	168,603	-	-
<b>Net assets, end of year</b>	\$ -	\$ 1,118,166	\$ 236,557	\$ 846,383	<b>\$ 2,201,106</b>	\$ 2,330,203

---



# The Edmonton Space & Science Foundation

## Statement of Financial Position

December 31, 2024 2023

### Assets

#### Current

Cash and cash equivalents	\$ 4,143,553	\$ 3,253,863
Accounts receivable	95,031	423,980
Inventory	172,238	175,924
Prepaid expenses and deposits	355,339	497,822

4,766,161 4,351,589

#### Investments

- 22,294

#### Capital assets

32,044,069 35,296,653

#### Intangible assets

19,560 34,939

\$ 36,829,790 \$ 39,705,475

### Liabilities

#### Current

Accounts payable and accrued liabilities	\$ 965,992	\$ 1,079,634
Deferred contributions	915,239	412,645
Deferred admissions	1,820,140	1,891,417
Deferred revenue	-	27,000

3,701,371 3,410,696

#### Deferred capital contributions

30,927,313 33,964,576

34,628,684 37,375,272

### Net assets

#### Unrestricted

- -

#### Unrestricted Capital Assets

1,118,166 1,470,685

#### Restricted Strategic Initiatives Fund

236,557 181,738

#### Restricted Operating Reserve Fund

846,383 677,780

2,201,106 2,330,203

\$ 36,829,790 \$ 39,705,475

Approved on behalf of the Board:



Director



Director

# Annual Donors and Sponsors

*Thank you for igniting curiosity in your community!*

TELUS World of Science – Edmonton is grateful for the support of our generous donors and sponsors during 2024. This year the Science Centre received support from more than 2,000 individual donors and numerous corporations across Edmonton and Northern Alberta.

In June, the ᐱᐱᐱᐱᐱᐱ ᐱᐱ ᐱᐱᐱ: Walking Together fundraiser brought in over \$16,000 for the Indigenous Access Fund, and in October, we sold-out the Where Science Meets Cocktails fundraiser with 1,350 guests attending. This event raised over \$180,000 in support of science education in our community! Community contributions to the Seeds of Science Endowment Fund continue to grow, and in 2024 the fund reached an important milestone of \$25,000.

Your donations allowed us to create immersive experiences that connect community members of all ages with the wonders of science. As a charity, we rely on your generosity to spark curiosity in future generations. Your support makes a profound difference—thank you!

The Edmonton Space & Science Foundation gratefully acknowledges the support of the following individuals, foundations, and corporations, as well as public and private agencies that share our vision by supporting the Foundation and its programs.

## Titanium (\$100,000+)



-Community Facility  
Enhancement Program  
-Community Initiatives Program



-Celebrate Canada  
-Canada Cultural Spaces Fund

### Catalyst Circle:

Gordon & Diane Buchanan  
Family Foundation

Pat Whittaker

### Corporate Giving:



## Platinum (\$50,000–\$99,999)

### Corporate Giving:





## **Gold (\$25,000–\$49,999)**

### **Corporate Giving:**

Alberta Museums Association  
Amazon Canada  
APEGA  
Edmonton Host Lions Club  
EPCOR  
iA Financial Group  
Imperial Oil  
Mercer Peace River  
Pathways Alliance  
TC Energy

## **Silver (\$10,000–\$24,999)**

### **Catalyst Circle:**

Eric & Kathy Newell

### **Corporate Giving:**

Canadian Association of  
Science Centres  
CSU 52  
Enbridge  
LaFarge Canada  
MIC Medical Imaging  
North West Redwater Partnership  
On Side Restoration  
Pembina Pipeline Corporation  
Raymond James  
Vantix Systems Inc.

## **Copper (\$5,000–\$9,999)**

### **Catalyst Circle:**

Paul Deans  
Edmonton Community Foundation  
Field Fund for Science Education  
E. (Ben) & Mary Hochhausen Family  
Margaret Simmons

### **Corporate Giving:**

ATB Financial  
Boardwalk  
Gold Star Tours  
Lloyd Sadd Insurance Brokers  
Melcor Developments Ltd.  
Trans Mountain Expansion Program

## **Iron (\$1,000–\$4,999)**

### **Catalyst Circle:**

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Riya Ganguly  
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Sleep FX  
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The Traveling Tickle Trunk  
Union 52 Benevolent Society

## Oxygen Donors (\$500–\$999)

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Tori Pudde  
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Abi Thiel  
Melissa Toledo  
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## Helium Donors (\$100–\$249)

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### Corporate Giving:

7 Summits Snacks  
Dogtopia Edmonton Downtown  
The Butternut Tree  
The Marc



## **Donors (\$50–\$99)**

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***Thank you to the 1,854 additional donors who gave at the \$1–\$49 level in support of science education in our community.***

# Be a Star Program Donors

*A unique fund-raising program where the public is invited to designate stars valued from \$50 to \$15,000 to support the programs and operations of TELUS World of Science – Edmonton.*

**Stars Designated in 2024 = 235**

**Total Donations in 2024 = \$27,960**

## 2024 Be a Star Program Donors

Glenda Albertson  
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 Marie Elaine Wowchuk



*Every effort has been made to ensure this listing of donors is accurate. Please accept our apologies if your name has been inadvertently omitted or listed incorrectly. Please notify the Edmonton Space & Science Foundation so that we may correct our records.*

# Funds & Endowments



## **VEGA SCHOLARSHIP**

**Fund Value = \$44,800**

The VEGA Scholarship Program was established in 1987 through the generous support of Helen Tkachenko. This fund sponsors elementary school-aged children to attend science camps, clubs, and school programs.



## **TWOSE COMMUNITY FUND\***

**Fund Value = \$0**

This fund provides complimentary admission to the science centre for marginalized Edmontonians in order to reduce barriers to participation.



## **LES YOUNG FUND FOR SCIENCE EDUCATION**

**Fund Value = \$21,905**

In 1999 The Edmonton Space & Science Foundation established the Les Young Fund for Science Education. It was dedicated as a permanent fund legacy in memory of his outstanding dedication and leadership. The fund provides opportunities for the development of unique and innovative programs to inspire, motivate and challenge students.



## **SUSAN PEACOCK STUDENT ACCESS FUND**

**Fund Value = \$37,680**

This fund removes barriers for low-income schools to attend science centre programs including bussing, program registration, and other supports as required.



## **SEEDS OF SCIENCE ENDOWMENT FUND**

**Fund Value = \$24,906**

This fund, managed by the Edmonton Community Foundation, was established in 2015 by John and Avery Stobbe. The revenues support the ongoing operations and programming at TELUS World of Science.



## **INDIGENOUS ACCESS FUND\***

**Fund Value = \$0**

The Indigenous Access Fund is intended to welcome Indigenous Peoples to the science centre and build accessibility of the science centre's programs, services, and events. The Indigenous Access Fund may be used to support Indigenous students or Indigenous groups and covers the following expenses: admission fees, program fees, transportation, and meals at the science centre.



## **FIELD FUND FOR SCIENCE EDUCATION**

**Fund Value = \$177,020**

This endowment fund, managed by the Edmonton Community Foundation, was established in 1995 by the Edmonton Space & Science Foundation. The revenues support the ongoing operations and programming at TELUS World of Science – Edmonton.



## **INDIGENOUS KNOWLEDGE & WISDOM FUND\***

**Fund Value = \$0**

The Indigenous Knowledge & Wisdom Fund is used to ensure respectful recognition and compensation for Indigenous Elders and Knowledge Keepers involved in our many initiatives, including cultural teachings, ceremonies, events, and programming.

\*In 2024, the Science Centre saw overwhelming demand across all access funds—from growing interest in Indigenous programming featuring Elders and Knowledge Keepers, to increased requests from underserved families and community groups. Each fund was fully utilized, underscoring the powerful impact of removing barriers to science education and cultural connection. The Foundation is now actively working to replenish and grow these funds, so we can continue to meet community demand and expand access to these vital experiences.





## Feature Exhibition Sponsors

Thank you to our generous corporate and community supporters who made our educational programs, IMAX films, Feature Exhibitions and special events possible. Their continued support is invaluable and has allowed us to inspire and engage thousands of students in our community.



### **Mazes & Brain Games**

Presented by Pathways Alliance and Supported by LaFarge Canada



### **Dinosaurs: The Exhibition**

Presented by Raymond James and Supported by CSU 52 and Vantix Systems Inc.



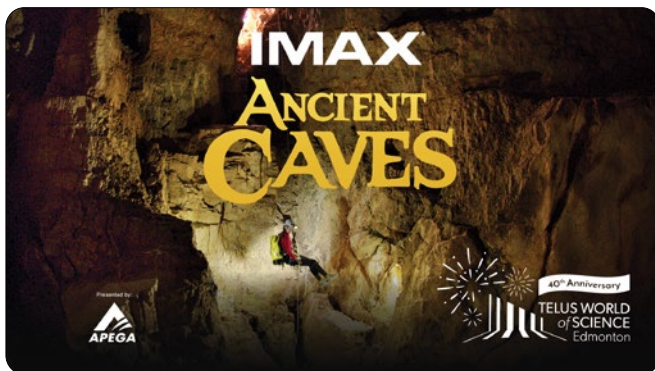
### **Our Climate Quest**

Presented by Pathways Alliance





## IMAX® Sponsors



### **Ancient Caves**

Presented by APEGA



### **Superhuman Body**

Presented by MIC Medical Imaging



### **T.REX**

Supported by Boardwalk  
& Melcor Developments Ltd.



### **Cities of the Future**

Presented by EPCOR and Supported by APEGA



# Other Sponsors

## **40<sup>th</sup> Anniversary Builder Donors**

CSU 52  
Lloyd Sadd Insurance Brokers  
Vantix Systems Inc.

## **Science in Motion**

Supported by Chevron Canada Limited, Imperial Oil, Mercer Peace River, and TC Energy

## **Partner Supported Schools & Susan Peacock Student Access Fund**

Supported by Edmonton Host Lions Club, iA Financial Group, Inter Pipeline, Imperial Oil, North West Redwater Partnership, and Pembina Pipeline Corporation.

## **Where Science Meets Cocktails**

Presented by On Side Restoration  
Supported by CSU 52, Diageo, Leston Holdings, World Class Canada, Starlight Casino, Sysco Canada

## **Naming Rights Partner**

TELUS

## **Robotics Team**

Supported by Enbridge

## **Amazon Day**

Presented by Amazon Canada

## **National Indigenous Peoples Day**

Supported by Bimbo Canada, Government of Canada: Celebrate Canada, Pembina Pipeline Corporation, Premium Canadian Rangeland Bison, Real Canadian Superstore, Starlight Casino, and Western Varieties



## **Aurorae Show in Zeidler Dome**

Supported by Northwest Territories Tourism

## **DARK MATTERS: Science of Sex**

Supported by Traveling Tickle Trunk

## **International Day of Women and Girls in Science**

Supported by Associated Engineering Group Ltd, Microquest, and RJC Engineers

## **Science on Tap**

Supported by Alberta Innovates

## **Inspiring Educators Award**

Supported by EPCOR

# Board, Foundation, Committees and Executive Team List



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Harry Fuccaro  
Jeffrey Gossain (*incoming*)  
Christian Idicula  
Khushaal Kalra  
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Karen Mills  
Jana Rieger (*incoming*)  
Rachel Sanders, Treasurer (*incoming*)  
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\*Non-Director Committee Members

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Michael Sharp  
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RaeAnne Friedenber, Executive Assistant to the President & CEO  
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Maura Armstrong, Director, Education  
Steve Baker, Director, New Initiatives & Building Operations  
Sara Mikhael, Director, Finance & IT  
Donalda Pelton, Interim Director, Marketing & Comms. (*outgoing*)  
Trevor Prentice, Director, Science Experience  
Brianne Vereschagin, Director, People & Culture  
Kate Wylie, Director, Guest Experience



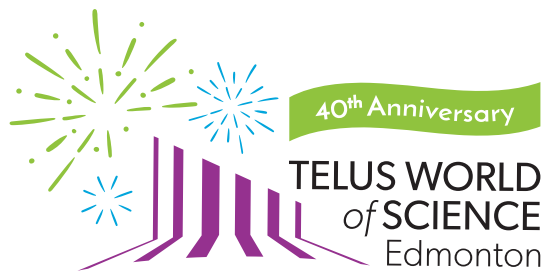


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