

TELUS World of Science – Edmonton Unveils New Summer Science Demo Series Starting July 9

WHAT: TELUS World of Science — Edmonton introduces **WOW Wednesdays**, a brand-new series of high-energy science demonstrations on select Wednesdays in July and August. Each show is packed with unforgettable moments designed to wow audiences of all ages.

Media are invited to the first show in the series, **Sounds of Science**, on Wednesday, July 9 at 12:00 p.m. and 2:00 p.m.

Come for the beats, stay for the science. This brand-new show dives into the fascinating world of sound waves and vibrations, with live audience interaction and the fiery return of the Ruben's Tube. Learn how sound is created, how it travels through different materials, and how your ears interpret these invisible waves.

WOW Wednesdays continue throughout the summer with fan-favourite science demos, then concluding with an epic outdoor grand finale show on August 20, featuring explosions, rockets, and more.

WHEN: Wednesday, July 9, 2025, at 12:00 p.m. **and** 2:00 p.m.

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

WHO: The following people will be available for interviews:

- Cate Collins, Staff Scientist, Science Experience, TELUS World of Science – Edmonton.

HOW: Any media planning to attend are asked to **RSVP with confirmation of time, 12:00 p.m. or 2:00 p.m.**, by emailing Jessica Millan at jmillan@twose.ca before 10:00 a.m. on July 9, 2025.

VISUALS: Expect exciting visuals and crowd engagement, including:

- Live science demonstrations exploring vibration, frequency, and fire.
- Audience participation and a dance party, perfect for video and photos.

View the full **WOW Wednesdays** summer lineup at twose.ca/wowwednesdays.

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Media contacts:

- Jessica Millan, Coordinator, Marketing & Communications, E: jmillan@twose.ca
- Donalda Pelton, Senior Manager, Marketing & Communications, E: dpelton@twose.ca

About TELUS World of Science – Edmonton

TELUS World of Science – Edmonton's mission is to be a catalyst for lifelong learning, creating a community of curious minds through immersive experiences and connections with the wonders of science. We are the trusted hub of science engagement for all, pushing boundaries and igniting curiosity. The Edmonton Space & Science Foundation is a registered charitable organization that operates TELUS World of Science - Edmonton.