



For Immediate Release
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Science North's *Climate Action Show* officially open and ready to inspire the next generation of climate "change makers"

Sudbury, Ontario – After opening its doors in November of 2021 then forced to close throughout the COVID-19 pandemic, The *Climate Action Show* at Science North was officially opened today. Visitors are invited to experience the 20-minute immersive and interactive multimedia show that highlights innovative technology, up-to-date climate change research, and inspirational stories from global scientists, Indigenous people, and citizens across Canada.

To help celebrate the occasion, The Honourable Steven Guilbeault, Minister of Environment and Climate Change was in attendance along with Viviane Lapointe, Member of Parliament for Sudbury, Marc G. Serré, Member of Parliament for Nickel Belt, Brian Bigger, Mayor of the City of Greater Sudbury, and Lisa Demmer, Chair of the Greater Sudbury Development Corporation.

Guests at the event were also treated to a special video message from Canadian comedic icon, Rick Mercer, who is the voice behind Sheepy, Science North's woolly environmental champion and star of the show. Mercer has been the voice of Sheepy since the first version of the climate change show launched in 2003.

In January 2021, Science North received an investment of \$6 million from Environment and Climate Change Canada to provide deep and impactful learning opportunities to reach 2 million youth across Canada with high-impact climate object theatres, travelling exhibitions, and a digital campaign produced in both official languages. Additionally, the City of Greater Sudbury and Greater Sudbury Development Corporation invested \$250,000 to support the climate action object theatre at Science North. All projects are designed to better our understanding of the role we all play in helping Canada reach its goal of net-zero greenhouse gas (GHG) emissions by 2050.

In addition to the show at Science North, copies have been installed and are currently running at Science Centre Singapore and the Hong Kong Science Museum.

The Climate Action Show is included with admission to Science North. For more information, visit sciencenorth.ca/exhibits/climate-action-show.

Quotes:

Unique and empowering experiences such as The Climate Action Show that engage the imaginations of youth on the importance of protecting a healthy and prosperous environment now, and in the future. This exhibit will present the very real climate challenges we are facing globally and will inspire young Canadians to take action in their communities.

The Honorable Steven Guilbeault, Minister of Environment and Climate Change

This is an exciting development for the City of Sudbury - families across the city will soon have an engaging resource to help teach their children about climate change. I want to thank everyone for making this launch happen. Our Government places a high priority on fighting climate change and protecting nature – this exhibit is a powerful tool to convey this message to our youth.

Viviane Lapointe, Member of Parliament for Sudbury

This exhibit is a perfect example of what our Government's Climate Action and Awareness Fund was designed to support. This innovative and immersive new experience shows the strong values towards nature from people in Sudbury. I invite people from all around the area to come visit!

Marc G. Serré, Member of Parliament for Nickel Belt

The influence Science North has on shaping public opinion cannot be denied. Their interactive exhibitions speak to important challenges and problems of this world. A renewed show on Climate is needed and necessary as we know more now about the impacts of humankind on systems that balance our world. Congratulations on building another successful – and fun – learning opportunity.

Brian Bigger, Mayor, City of Greater Sudbury

Our Board continues to work with our community partners to bolster the local tourism industry and support the health, safety and well-being of everyone in our community. That includes paying attention to our environmental health. We all share the responsibility to protect and preserve our planet, and I am so proud that the GSDC is able to support this valuable new learning opportunity for residents and visitors of all ages.

Lisa Demmer, Chair of the Greater Sudbury Development Corporation

Officially welcoming visitors to *The Climate Action Show* at Science North is long overdue. I am immensely proud of the work that has gone into the show, and it is sure to entertain and inspire our visitors. Of course, this experience would not be possible without the generous support from Environment and Climate Change Canada, the City of Greater Sudbury, and the Greater Sudbury Development Corporation. Science North is fortunate to have such great supporters that share our passion for delivering climate change education in an interactive and engaging way. I look forward to seeing our visitors enjoying the show for years to come.

Jennifer Booth, Science North Interim CEO

Generously supported by:

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About Science North

Science North is Northern Ontario's most popular tourist attraction and an educational resource for children and adults across the province. Science North maintains the second and eighth largest science centres in Canada. Science North's attractions include a science centre, IMAX® theatre, digital Planetarium, butterfly gallery, special exhibits hall, and Dynamic Earth: Home of the Big Nickel. Science North, in partnership with Laurentian University, offers North America's first and only comprehensive Science Communication program, a joint master's and Graduate Diploma program. As part of its mandate, Science North provides science experiences throughout Northern Ontario including outreach to schools and festivals, summer science camps and more, and has a permanent base in Thunder Bay providing outreach to the Northwest. Science North is an agency of the Government of Ontario. For information, visit sciencenorth.ca.

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Science North is an agency of the Government of Ontario and a registered charity #10796 2979 RR0001.