



Saskatchewan Science Centre Turns up the Volume with a New Exhibition and IMAX Film

(May 18, 2018) – Regina, SK – The Saskatchewan Science Centre officially launched a summer of sound and music with the opening of ***Rock U: The Institute of Rock ‘N’ Roll***, a visiting exhibition that will have you experiencing the evolution of rock ‘n’ roll, and the ways we listen to music. In the Kramer IMAX Theatre the newest documentary film, ***America’s Musical Journey*** will be showing throughout the summer. The film explores the story of culture, creativity, and the music that shaped North America.

Rock U: The Institute of Rock ‘N’ Roll explores rock and radio history with hands-on exhibits and unique displays. Visitors will see historic photographs, artifacts, and get the chance to make their own history with iconic photo opportunities. Everyone, young and old, will find their inner rock star with electric guitars, drums, and percussion instruments.

America’s Musical Journey, narrated by Academy Award® winner Morgan Freeman, follows Grammy Award®-nominated singer and songwriter Aloe Blacc as he traces the roots of America’s music through the colourful locales and cultures where it was born.

Rock U and America’s Musical Journey will bring sound and music together with science and fun. “This new visiting exhibition and IMAX movie will help us explore sound and the ways we hear and experience things like music,” explains Sandy Baumgartner, CEO of the Saskatchewan Science Centre. “From the structures of the ear, to the emotions often brought on by music – *Rock U and America’s Musical Journey* prompt us to see the science of sound as part of the larger human experience.”

Rock U and America’s Musical Journey will be open all summer and will include an array of engaging, family-friendly programming activities that explore *How we listen*, *How we create music*, and *How we feel music*. “We’ve got a great summer planned,” said Baumgartner. “We look forward to hosting Regina families and visitors from across Canada.”

To Learn More Please Contact:

Ryan Holota
Director of Business Development and Visitor Services
Saskatchewan Science Centre
rholota@sasksciencecentre.com
306-791-7917

About The Saskatchewan Science Centre

The Saskatchewan Science Centre is a non-profit, non-governmental educational facility with the mission of igniting scientific curiosity and innovation in Saskatchewan communities through interactive, dynamic and engaging opportunities. Our vision of the future, in fulfilling that mission, is inspired minds through science and innovation. The Science Centre is one of Saskatchewan’s largest family tourist attractions with more than 5 million visitors since its opening in 1989.