



**SASKATCHEWAN  
SCIENCE CENTRE**

*Real science. Real fun!*

### **Saskatchewan Science Centre Turns Summer Up to 11**

**(April 4, 2018) – Regina, SK** – The Saskatchewan Science Centre announced today plans for a toe-tapping summer full of music. Opening at the Centre on the May long weekend will be a Rock ‘n Roll themed exhibition called ***Rock U: The Institute of Rock and Roll***. It will be matched up with a brand new IMAX film titled ***America’s Musical Journey***.

“Rock U takes interactivity and cranks it up to 11,” says Sandy Baumgartner, CEO of the Saskatchewan Science Centre. “This visiting exhibition will be a must-see for the people of Saskatchewan during the summer of 2018.” Featuring real instruments guests can play, important pieces of musical history, and dozens of fun, challenging interactives, ***Rock U*** will help every visitor find their inner soloist.

***America’s Musical Journey***, by the award-winning MacGillivray Freeman Films, recently premiered to rave reviews at the Smithsonian Air and Space Museum and will now be available to the people of Saskatchewan at the Kramer IMAX Theatre. Following musician Aloe Blacc as he traces musical history through iconic cities such as New Orleans, Chicago, Detroit, Nashville, Miami, and more, ***America’s Musical Journey*** shows how much of today’s popular music can be traced back to simple roots in our past.

Also announced is the return of ***24 Hours of Science***, presented by SaskCentral. ***24 Hours of Science*** premiered in 2017 as the Science Centre stayed open for 24 consecutive hours filled with programming, entertainment, and special activities such as sunrise yoga, a family dance party, and all night long science demonstrations. Expanded for 2018, ***24 Hours of Science*** promises to be an amazing way to kick off the Canada Day long weekend.

“As the main support organization for Saskatchewan credit unions, we are pleased to sponsor 24 Hours of Science for the second year,” says Debbie Lane, SaskCentral Executive Vice President & Chief People Officer. “With its mission to educate and inspire scientific curiosity, the Saskatchewan Science Centre makes positive and significant science and innovation contributions to Regina and the larger Saskatchewan community.”

“Hosting these engaging musical-themed experiences provides the Science Centre with the opportunity to add the *Arts* into our science, technology, engineering, and math (STEM) learning. Creativity is at the heart of STEM and we now have the opportunity to re-inforce and build important skills for our young visitors,” said Baumgartner.

***Rock U: The Institute of Rock and Roll*** and ***America’s Musical Journey*** will open to the public on Friday, May 18, 2018. ***24 Hours of Science*** will take place from 6pm Friday June 29<sup>th</sup> through 6pm Saturday June 30.

###

**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.

For more information contact Ryan Holota, Director of Business Development & Visitor Services  
(p) 306-791-7917 (m) 306-551-1701 (e) [rholuta@sasksciencecentre.com](mailto:rholuta@sasksciencecentre.com)

**About SaskCentral**

SaskCentral is owned by Saskatchewan's 44 credit unions.

As the liquidity manager and key consulting service supplier for Saskatchewan credit unions, SaskCentral helps credit unions meet their own targets for success. SaskCentral also maintains business relationships with, and investments in, a number of system entities on behalf of Saskatchewan credit unions.

For more information contact Jennifer Nelson, Manager of Marketing and Communications  
(p) 306-566-7635 (m) 306-737-5403 (e) [jennifer.nelson@saskcentral.com](mailto:jennifer.nelson@saskcentral.com)