

DYNAMIC EARTH LAUNCHES THE BIG NICKEL SHOW

(SUBDURY, ON) – To celebrate Ontario’s 150th anniversary, Dynamic Earth: Home of the Big Nickel is offering a special evening multimedia show projected on the famous Big Nickel. The *Big Nickel Show* is the first of its kind in Northern Ontario. This project was made possible with Ontario150 funding from the Ontario Ministry of Tourism, Culture and Sport, with support from Vale as the Presenting Sponsor for the show and Tim Hortons as the Supporting Partner.

“Ontario’s 150th anniversary is an opportunity to reflect on our past and look forward to our bright future ahead,” said Eleanor McMahon, Minister of Tourism, Culture and Sport. “The *Big Nickel Show* is a unique experience that will bring one of Ontario’s treasured landmarks to life, teach us a little more about our shared history and give us the chance to contemplate what we can achieve by working together.”

The *Big Nickel Show* is a celebration of 150 years in the City of Greater Sudbury’s history. Projected onto the surface of Sudbury’s iconic landmark, this 15 minute light and video show is a time travelling adventure, highlighting key moments in Sudbury’s rich heritage. Audiences will witness the evolution of the city from the earliest lumbering days to its current pioneering re-greening accomplishments and discover the diverse cultures and people that founded today’s northern traditions. Whether you tune in from your vehicle or set up in one of the recommended viewing areas, our time-travelling companion, #BN150, will make sure you hit all the right stops on your sesquicentennial adventure!

“What a perfect fit- Ontario 150 and the Big Nickel!! We all know that Sudbury’s iconic symbol is recognized right across Canada,” said Glenn Thibeault, MPP for Sudbury. “Our government is thrilled to partner with Dynamic Earth to bring this show to life for local audiences to enjoy. I encourage everyone to share in this unique Big Nickel experience.”

Science North has partnered with Ontario150 to implement many exciting initiatives throughout 2017 to celebrate Ontario’s and Canada’s sesquicentennial – making this year truly one of a kind. Funding from Ontario150 will support Science Festivals in Thunder Bay, Sault Ste. Marie and a third Northern Ontario community to be announced shortly, as well as an on-site visitor experience at Science North’s Planetarium called *Under the Same Stars: Minwaadiziwin*, which also is touring across Northern Ontario in Science North’s two portable Planetariums.

“Millions of Canadians have visited or driven by our iconic Big Nickel. It's been featured in an equally large number of photos, in commercials, in TripAdvisor posts, in selfies...Now with funding from Ontario150, our team has been able to produce *The Big Nickel Show*, a first of its kind in Northern Ontario, and a great homage to Canada’s sesquicentennial,” said Scott Lund, Chair of the Science North Board of Trustees. Science North CEO Guy Labine added, “many other new initiatives were made possible with Ontario150 funding, including a new Planetarium show at Science North, *Under the Same Stars: Minwaadiziwin*, which will tour communities across Northern Ontario, and expanded Science Festivals also offered across the North. None of

this would have been possible without the support of Ontario150 and the Ministry of Tourism, Culture and Sport.”

The *Big Nickel Show* is a 'must-see' for 2017 – this free special experience will play on select evenings until September 4. From May 19 to June 30 *The Big Nickel Show* will be offered on Friday and Saturday evenings, with the first show at 9:30 p.m. In July and August it will be offered every evening.

“Vale is so proud to be presenting sponsor of The Big Nickel Show,” said Stuart Harshaw, Vice-President of Vale’s Ontario Operations. “It offers a wonderful opportunity to celebrate Ontario’s 150th anniversary as well as our community’s rich and diverse history, in a way that is uniquely Sudburian.”

For more information please visit: dynamicearth.ca/bn150

About Science North

Science North is Northern Ontario’s most popular tourist attraction and an educational resource across the province. Science North maintains the second- and eighth-largest science centres in Canada. Science North’s attractions include an IMAX[®] theatre, Planetarium, butterfly gallery, special exhibits hall, and Dynamic Earth: Home of the Big Nickel, a separate science centre focused on mining and earth sciences. In addition to the two science centres in Sudbury, Science North also oversees an award-winning Large Format Film production unit, as well as an International Sales unit, which develops custom and ready-made exhibits for sale or lease to science centres, museums, and other cultural institutions all over the world. Science North, in partnership with Laurentian University, have developed North America's first and only comprehensive Science Communication program, a 10-month joint graduate Master’s 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. Science North is an agency of the Government of Ontario. For more information visit sciencenorth.ca.

About Ontario150

2017 is the 150th anniversary of Ontario as a province. To recognize this historically significant year, the government launched Ontario150, a year-long commemoration that is honouring the province’s past, showcasing the present and inspiring future generations. Through Ontario150 grant programs and a series of signature initiatives, Ontario is engaging youth, encouraging cultural expression, promoting participation in sport and recreation, and creating economic opportunities across the province.

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