



**FOR IMMEDIATE RELEASE
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**VISITORS WILL BE AMAZED BY THE NEW EXHIBIT AT THE CANADIAN
BUSHPLANE HERITAGE CENTRE: *THE SCIENCE OF GUINNESS WORLD
RECORDS***

SAULT STE. MARIE, ON – Go behind the scenes and see what it takes to be a Guinness World Records title holder at the latest exhibit hosted by the Canadian Bushplane Heritage Centre, *The Science of Guinness World Records Northern Tour*. Developed over two years by Science North, this exhibition promises to reveal the secrets behind some of the most astonishing GUINNESS WORLD RECORDS™ to ever be set.

Visitors will be challenged to reconsider their preconceptions about what's possible and what they themselves can achieve. Discover exactly what goes into accomplishing the seemingly impossible and be immersed in experiences that will allow you to explore the science, perseverance, and fun in record-breaking attempts. Beyond the challenges, visitors will be drawn in by inspirational stories that will be showcased throughout the exhibition.

The *Science of Guinness World Records Northern Tour* has made its way across Northern Ontario travelling to the Thunder Bay Museum, the Lake of the Woods Discovery Centre in Kenora, Science Timmins and the North Bay Museum, now having reached its final destination to Sault Ste. Marie at the Canadian Bushplane Heritage Centre. The exhibit will run from March 4 – May 12, 2022.

Visit bushplane.com for hours and ticketing info.

The Science of Guinness World Records is a production of Science North, Sudbury, Ontario, Canada in partnership with Ripley Entertainment Inc. and GUINNESS WORLD RECORDS, and is proudly supported by the Northern Ontario Heritage Fund Corporation (NOHFC) and FedNor.

"I'm excited to welcome The Science of Guinness World Records Northern Tour to Sault Ste. Marie." Said **Ross Romano, MPP for Sault Ste. Marie**, "I hope that everyone will take advantage of this opportunity to visit the exhibit and take part in all the fun, and I appreciate Science North for making this education experience so entertaining."

"I want to encourage community members to check out *The Science of Guinness World Records* while it is in Sault Ste. Marie as a part of the Northern Tour. Thank you to Science North for continuing to find new ways to expand its programming to communities across the north. This regional approach brings entertaining and engaging exhibits to tremendous facilities such as the Canadian Bushplane Heritage Discovery Centre, and I look forward to future developments from Science North."

-Christian Provenzano, Mayor of Sault Ste. Marie

"The Canadian Bushplane Heritage Centre is excited to announce the arrival of the "Science of Guinness World Records" travelling exhibit. We encourage the residents of Sault Ste. Marie and the Algoma region to plan a visit to the Bushplane Museum to experience this physically, intellectually and emotionally engaging exhibit on loan from Science North. Be sure not to miss out on this opportunity to test your skills and see how you size up against the record holders in this interactive, fun-filled, temporary exhibit."

- Brian Bubinas, Canadian Bushplane Heritage Center Curator

"The exhibition was really inspired by the success of *The Science of Ripley's Believe It or Not!*. We've seen firsthand that people all over the world are hungry to be challenged, to be wowed, and to expand their ideas about what human beings can actually do. We knew almost immediately that we were onto something big. We are thrilled to have the opportunity to work with our Northern partners again on this initiative and to be delivering this fun and exciting exhibition to the North."

- Guy Labine, Chief Executive Officer of Science North

About the Canadian Bushplane Heritage Centre

The Canadian Bushplane Heritage Centre (CBHC) was formed in 1987 by a small group of volunteers wishing to preserve Ontario's rich bushplane and firefighting heritage. Today, the CBHC is a growing organization with many volunteers involved in the recovery, restoration, preservation and display of our own piece of history. The CBHC preserves and tells the story of Canada's bushplane and forest fire protection heritage and how it has shaped life in northern and remote parts of Canada. The CBHC collects, preserves, exhibits and interprets a collection of bushplanes and related material and promotes public understanding of their significance by offering quality presentations, education programs and visitor experiences in a public museum facility. It also serves as a centre of research and information on bushplane and forest fire fighting heritage.

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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Media Contact:
Julia Aelick
Acting Senior Manager, Marketing
Science North & Dynamic Earth
705.522.3701 ext. 358
aelick@sciencenorth.ca

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