



ROYAL ALBERTA MUSEUM

# Ends of the Earth: From Polar Bears to Penguins

A Special Exhibition

January 31 – April 26, 2009



EDMONTON

ARCTIC 4,053 km

ANTARCTIC 15,950 km



Supporting Sponsor



Produced by



January 23, 2009 (requested dissemination date)

## "COOL" NEW EXHIBIT OFFICIALLY LAUNCHED AT THE ROYAL ALBERTA MUSEUM

# ENDS OF THE EARTH: FROM POLAR BEARS TO PENGUINS

January 31 to April 26, 2009

**Edmonton...** Visitors definitely won't want to be left out in the cold by missing the Royal Alberta Museum's newest and "coolest" exhibition! *Ends of the Earth: From Polar Bears to Penguins* is a 6,000 square-foot travelling exhibition developed and produced by Science North, Ontario, Canada. *Ends of the Earth* will be in Edmonton from January 31 to April 26, 2009.

This family-friendly exhibition is loaded with fun and interactive elements designed to immerse children into the fascinating landscapes of the Arctic and Antarctic. *Ends of the Earth* features artifact-based displays and multimedia experiences that explore the unique nature of the Earth's polar regions, the current science being undertaken there, and how these regions are indicators of climate change on our planet.

"The Arctic and Antarctic have an enduring mystique due to their remoteness, harsh climate and stunning beauty," said the Royal Alberta Museum's Executive Director, Bruce McGillivray. "The *Ends of the Earth* exhibition will provide our visitors with the latest scientific research and insights into regions that few of them will ever encounter firsthand." *Ends of the Earth: From Polar Bears to Penguins* – it's as close as you'll get to our polar regions without bundling up!

The supporting sponsor for this special exhibition is Quark Expeditions.

Media representatives are welcome to come to the Royal Alberta Museum on Friday, January 30 between 10 am and 2 pm for personal gallery tours and interviews with curators and interpreters.

– 30 –

### MEDIA INQUIRIES MAY BE DIRECTED TO:

**Todd Crawshaw**

Communications Coordinator  
Royal Alberta Museum  
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To call toll-free within Alberta dial 310-0000.



# The Exhibition

Massive scenic landscapes depicting the austere beauty of these frozen and extremely fragile expanses provide striking backdrops for the exhibit's more than 30 displays – each combining interactive, artifact-based installations, specimens and/or multimedia. Visitors will explore the unique nature of the Earth's polar regions, the current science being undertaken there and how these regions are indicators of climate change on our planet.

## THE ENTRANCE

A rotating globe, with a polar bear standing on the North Pole and a penguin standing on the South Pole, welcomes visitors to the exhibition.

## THE ARCTIC

The journey begins in the Arctic. Visitors are guided with signposts and a panoramic image of an Arctic landscape.

Visitors will explore the animal adaptations, the human adaptations and the science that is unique to the Arctic.

A real polar bear specimen is the icon for the *Polar Bear Lab*. Visitors will compare bear skulls, look at polar bear hair under a magnifier, compare their weight to that of a polar bear and learn about the status of polar bears from research scientists. Take the *Arctic Animal Quiz* and use real specimens to find out which Arctic whale has a tusk and which Arctic animal has the most hair. Take a garden tour of the Arctic to discover the amazing adaptations of dozens of Arctic plant species. Run animations of seasonal movement of the sea ice to understand how climate change is affecting the Arctic landscape.

## THE ANTARCTIC

Pull on a penguin suit and walk and slide like a penguin! In the *Penguin Lab*, study penguin feathers under a microscope, check out a real penguin skeleton and find out why penguins are black and white. Learn what researchers are studying about penguin behaviour – their feeding, their family life and their unique locomotion. Match your skills against those of penguin parents in the *Feed the Chick Game*. Fish for krill and try to beat your opponent in the race back to the nest!

## POLAR PROFILES

Where has the coldest temperature on Earth been recorded? What is the altitude of the South Pole? Can you see the Northern Lights at the South Pole? Test your *Ice Q* to compare and contrast the poles and learn what is common between the two.



## THE EXPLORERS THEATRE

Journey to the North and South poles and along the Northwest Passage through the eyes of the polar explorers – Roald Amundsen, Captain Robert Scott, Admiral Robert Peary and Frederick Cook. *The Explorers Theatre* tells their compelling stories of challenge and survival through archival photographs, video vignettes and journal excerpts.

## POLAR SPIRIT

The *Polar Spirit Show* is the exit experience for the exhibit. It portrays the ends of the Earth as unique places on our planet and encourages thoughtful action by visitors. Commentary, images and video from polar scientists, young people and others who have spent time at the poles invite visitors into this space. The *Polar Spirit Show* plays on a large monitor, taking visitors through a one-year cycle at the ends of the Earth. Summer and winter solstices, and spring and fall equinoxes are the framework for this beautiful and thought-provoking piece.

## QUICK FACTS

### About the Exhibition

Size: 6,000 square feet (560 square metres)

Number of displays: 32

Interactive displays include:

- Compare your Weight to Polar Bears
- Meet the Arctic Animals
- Living in the Arctic
- Feed the Chick Game
- Walk like a Penguin
- Slide like a Penguin
- Penguin Behaviour
- Physical Profiles of the Arctic and Antarctic
- Test your Ice Q

### About the Arctic

The Arctic has no hard and fast boundary, but its character is easy to define. The North Pole sits in the centre of a large, ice-covered ocean, which in turn is surrounded by barren, frozen land. Despite the harsh conditions, the Arctic is full of life. Animals, plants and people call the Arctic home.

The name Arctic is derived from 'arctos' [arktoz], the Greek word for 'bear,' referring to the Great Bear and Little Bear constellations that dominate the northern night sky.

The eight nations with territory in the Arctic are Canada, Russia, Denmark, Norway, Finland, Sweden, Iceland and the United States.

The Arctic is our early warning system – an area extremely sensitive to environmental change, whether it be climate change or increased pollution.



### **About the Antarctic**

Antarctica is the coldest, driest, windiest region on Earth. The sea supports virtually all life around Antarctica, including penguins, whales, seals and seabirds. The continent is 98% covered by ice that reaches well over four kilometres thick. This ice contains about 90% of the Earth's fresh water.

The name Antarctica means 'opposite the Arctic.' Long before the discovery of Antarctica, early philosophers and explorers pondered the existence of a great southern continent, which they called Terra Australis, or 'southern land.' Antarctica was first seen by humans in 1820.

Antarctica has no government and there are no formally recognized territorial claims. The continent is protected by the 1959 Antarctic Treaty, which set aside Antarctica as a scientific preserve and spells out how nations of the world are to use and care for this unique territory. This remarkable land belongs to all of us.



# PROGRAMMING

## POLAR BEARS AND PENGUINS ON THE BIG SCREEN

Theatre doors at 1 pm, shows start at 1:30 pm

### Sunday, February 1

*Happy Feet*

108 minutes Rated G

### Sunday, February 8

*Arctic Tale*

86 minutes Rated G

### Friday, February 13

*Ice Age*

81 minutes Rated G

### Sunday, February 22

*March of the Penguins*

85 minutes Rated G

### Sunday, April 5

*National Geographic Films*

*Really Wild Animals: Polar Prowl*

45 minutes Rated G

### Sunday, April 12

*National Geographic Films*

*Masters of the Arctic Ice*

50 minutes Rated PG

### Sunday, April 19

*National Geographic Films*

*Antarctic Wildlife Adventures*

76 minutes Rated G

### Sunday, April 26

*National Geographic Films*

*Emperors of the Ice*

52 minutes Rated PG

## PENGUIN PARADE

Get up close and personal with an African Penguin visiting from West Edmonton Mall's Sea Life Caverns. Penguin visits at 2:00 pm on the following dates:

Saturday, February 7

Saturday, March 7

Saturday, February 21

Saturday, March 21

## GALLERY TOURS

Join our gallery interpreters as they take you on a journey from one end of the globe to the other exploring the fascinating worlds of the Arctic and Antarctic.

- Polar tours daily at 11 am and 2 pm
- Ice Age tales – story time for pre-school adventurers daily at 10 am and 1 pm (30 minute duration)

## INTERNATIONAL POLAR YEAR LECTURE

Thursday, March 26, 7 pm in the Museum Theatre

In a free public lecture, Dr. Andrew Derocher, University of Alberta, will discuss the effects of global warming on Canada's iconic polar bear.

## CURATORS' SHOW & TELL

Sunday, February 15, 10:30 am – 3:00 pm

Monday, February 16, 10:30 am – 3:00 pm

Spend your Family Day weekend at the Royal Alberta Museum as our curators and scientists share their collections, research and adventures with visitors.

*All films and polar lecture are free admission. All other activities included with regular admission to the Museum, unless otherwise noted.*



# MUSEUM INFORMATION

## ADMISSION

Adult	\$10
Senior (65 years and older)	\$8
Student (with ID)	\$7
Youth (7–17)	\$5
Children (6 years and under)	FREE
Family Pass	\$28

## MAMMOTH PASS PRICES AND CATEGORIES

Adult (age 18 – 64)	\$35
Senior (age 65 and over)	\$30
Student (with ID)	\$30
Youth (age 7–17)	\$20
Grandparent (Two grandparents and grandchildren 7–17)	\$60
Family Pass (Two adults and children 7–17)	\$70

*Mammoth Passes* are valid for 1 year from date of purchase.

Half-price admission is offered every Saturday and Sunday between 9 and 11 am.

## HOURS

Daily: 9 am to 5 pm  
Closed December 24 & 25

## THE MUSEUM SHOP

The Museum Shop is the perfect place to find unique gifts and keepsakes. You'll find one-of-a-kind pieces of jewellery, heritage books, colourful clothing and toys from days gone by, as well as a wide selection of gifts associated with the ends of the earth.



# QUARK EXPEDITIONS:

THE LEADER IN POLAR ADVENTURES

THE MOST DIVERSE FLEET IN THE POLAR REGIONS

THE GREATEST NUMBER OF DEPARTURES TO ANTARCTICA

A TRADITION OF POLAR FIRSTS

**(November 13, 2008) Norwalk, CT** – Since 1991, Quark Expeditions has established a tradition of firsts in polar expedition travel. The company was the first to transit the Northeast Passage with commercial passengers; the first to take travelers to the “far side” of Antarctica; and the first to circumnavigate the Antarctic continent with guests, twice. Quark is also recognized for its diverse passenger fleet; the largest in Antarctica – including the only polar class icebreaker operating as an expedition ship there. The fleet enables Quark to operate the widest variety of polar itineraries of any adventure company in the world, and the greatest number of departures to Antarctica. In October 2006 and 2007, Quark was named a recipient of National Geographic Traveler’s “50 Tours of a Lifetime” for their “Emperor Penguin Safari” and the “Far Side” respectively. In the March 2006 edition, Outside magazine named the “Emperor Penguin Safari” as one of the New Trips of a Lifetime.

Quark recently added the world’s largest and most technologically advanced nuclear powered icebreaker to its fleet – 50 Years of Victory. The ship will sail to the North Pole from Murmansk, Russia, three times in 2009. To watch a video about Quark’s expeditions to the North Pole and the extraordinary ship visit [www.quarkexpeditions.com/arctic/north-pole/video-guide](http://www.quarkexpeditions.com/arctic/north-pole/video-guide).

Interviews can be arranged with Quark personnel, and images are available to illustrate stories about Quark Expeditions and its voyages. Contact: Prisca Campbell – 416 504 8979 x 233

Visit <http://www.quarkexpeditions.com> for more details