



FOR IMMEDIATE RELEASE

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Science World facility renamed 'TELUS World of Science' as part of \$9-million sponsorship deal

Vancouver, B.C. – Science World and TELUS today completed an agreement to rename Vancouver's landmark geodesic dome 'TELUS World of Science' as part of a \$9-million, 15-year title sponsorship that will help re-energize the popular False Creek facility that attracts 540,000 visitors per year.

"TELUS has been a partner with Science World since 1987 and this generous sponsorship formalizes a very productive relationship," says Garry Shearer, Vice President External Relations of Science World. "We've taken our time getting the details right and now, through the TELUS sponsorship, Science World at TELUS World of Science will be stronger and more vital in its objective of turning kids on to science."

Shearer says new logos, signs, staff uniforms and advertising will roll out in the short term. Science World, the organization that creates and presents the content inside TELUS World of Science, will continue to operate independently within the facility and outside the lower mainland as it delivers outreach programs.

"The agreement ensures that Science World can continue to provide Lower Mainland families and their guests with the highest quality, interactive experience at the same time as it demonstrates vividly TELUS' commitment to our community," says Shearer.

Specifically, the TELUS sponsorship:

- Provides long-term financial sustainability to the facility and Science World
- Enhances and revitalizes programming and exhibits
- Raises Science World's profile locally and nationally
- Attracts other corporate sponsors

Science World first approached TELUS about expanding its partnership early in 2004. Once the deal was originally announced in October of that year, Science World and TELUS heard public concern regarding the initial renaming of the facility as 'TELUSphere.'

"We listened to what people had to say and after careful deliberation, Science World and TELUS have agreed that 'TELUS World of Science' is a more appropriate name," Shearer says.

TELUS has also sponsored science centres in Toronto, Montreal, Calgary and Edmonton, creating a national awareness for the TELUS World of Science brand.

“This partnership is a reflection of TELUS’ belief that we can have the most positive impact on communities by supporting projects that engage youth and make innovative use of technology,” says Shawn Thomas, TELUS vice president of corporate communications. “TELUS is committed to being Canada’s premier corporate citizen. Supporting the communities in which we live, work and serve through such innovative partnerships is critical to the realization of that commitment.”

About Science World

Science World British Columbia, a self-supporting non-profit organization, stimulates positive attitudes towards science and technology in a fun interactive environment, promoting the development of a knowledge-based society in British Columbia. Visit www.scienceworld.ca for further information.

TELUS is a proud supporter of youth and innovation

TELUS is committed to promoting technological innovation and has invested in our children's future by supporting science centres across Canada. This investment in science centres in Vancouver, Toronto, Montreal, Calgary and Edmonton, reflects TELUS' belief in making the future friendly for youth by fostering educational opportunities through the innovative use of technology. For more information about how TELUS is helping to create a friendlier future in your community, visit us at www.telus.com/community.

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