



makes you think

## media release

### **TVO AND PERIMETER INSTITUTE PARTNER TO BRING SCIENCE TO THE WORLD**

- **Ontario educational network will be Presenting Media Partner for Perimeter Institute's Quantum to Cosmos Festival**

Toronto, June 12, 2009 - At today's launch event for Perimeter Institute's *Quantum to Cosmos: Ideas for the Future* Festival, which runs in Waterloo, Ontario from October 15 to 25, TVO announced its commitment as Presenting Media Partner for the Festival.

"As partners, Canada's Perimeter Institute and TVO have an incredible opportunity on two fronts," said TVO's Chief Executive Officer Lisa de Wilde, "One, to put Ontario on the international stage as a centre for innovative ideas. And two, to help engage a global audience in discussions that impact us all."

TVO will provide its cameras, crews, talent, and TV and web production capacity to cover the Festival extensively for broadcast as well as for live streaming on Q2CFestival.com and tv.org.

"With the magic of digital media technology, together we can enable people everywhere to interconnect, to interact and to build community around issues and ideas," added de Wilde. "In short, we can bring science to the world."

Highlights of the partnership are as follows:

- As a part of the Festival program, *The Agenda with Steve Paikin* will broadcast live for five nights (October 19 through 23) from the atrium at Perimeter Institute. World-renowned program guests will debate some of the most provocative scientific questions of our time.
- TVO's lecture series *Big Ideas* will have exclusive access to all the special lectures and panels taking place throughout the Q2C Festival in the Mike Lazaridis Theatre of Ideas. TVO's goal is to bring those discussions to audiences near and far, whether on TV or by podcast.
- Each day of the festival, TVO producers and journalists will attend the events and bring people into the conversation through live and interactive blogging.
- The *TVOKids* team will be on site to cover the school program and introduce kids to some of the fascinating people and concepts at the Festival. TVOKids is THE fun and safe choice for inspiring young minds and building literacy skills, including science.

"We're delighted about this partnership because it means creating new and different opportunities to make people think, to share knowledge and to inspire," added de Wilde, "and that's what TVO is all about."

Perimeter Institute Director, Neil Turok, enthusiastically welcomes the partnership with TVO and adds, "Ideas developed in the pursuit of pure knowledge have time and again driven fundamental innovation. Just one major discovery is literally capable of changing the world. The Festival's three interconnected themes of Quantum, Cosmos and Ideas for the Future will celebrate human ingenuity and our continued ability to make the scientific breakthroughs we need to drive tomorrow's technologies."

### **About TVO**

TVO is Ontario's public educational media organization and a trusted source of interactive educational content that informs, inspires and stimulates curiosity and thought. TVO's vision is to empower people to be engaged citizens of Ontario through educational media. For more information, visit [tvo.org](http://tvo.org).

### **Where to find TVO**

Cable channel 2 (channel may vary in some areas), Bell TV channel 265, Star Choice channel 353. For more information, visit [tvo.org](http://tvo.org).

### **About Perimeter Institute**

Canada's Perimeter Institute for Theoretical Physics is an independent, non-profit, scientific research and educational outreach organization where international scientists cluster to push the limits of our understanding of physical laws and develop new ideas about the very essence of space, time, matter and information. The centre provides a multi-disciplinary environment to foster scientific collaboration in the [research areas](#) of cosmology, particle physics, quantum foundations, quantum gravity, quantum information, superstring theory, and related disciplines.

PI also provides a wide array of award winning outreach [resources](#) and [public lectures](#) for students, teachers and the general public to share the joy of research, discovery and innovation. In partnership with the Governments of Ontario and Canada, PI continues to be a successful example of private and public collaboration in science research and education. Full details at [www.perimeterinstitute.ca](http://www.perimeterinstitute.ca).

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**Quantum to Cosmos: Ideas for the Future**

**Launch Event**

**June 12, 2009**

**Perimeter Institute**

**Waterloo, Ontario**

**Remarks by**

**Lisa de Wilde**

*(check against delivery)*

Thanks John and good afternoon everyone. You've just heard about the ambitious lineup of panels, lectures, exhibits and events that are on the slate for the Q2C Festival. And you've heard about some of the world-renowned scientific thinkers who will be coming to town to participate.

And now it's my job to tell you how together, Perimeter Institute and TVO want to bring this unique festival for the 21<sup>st</sup> century to the rest of the world.

We first began talking about collaborating just a few months ago, and it wasn't long before we had a shared vision. We realized we have an incredible opportunity on two fronts: One, to put Ontario on the international stage as a centre for innovative ideas. And two, to help engage a global audience in discussions that impact us all.

With the magic of digital media technology, together we can enable people everywhere to interconnect, to interact and to build community around issues and ideas. In short, we can bring science to the world.

So, how are we going to do it? Let's have a look at the specifics.

At TVO, we have the cameras, we have the talent, and we have the TV and web production capacity. And we're delighted to be bringing those resources here to Waterloo to cover the Festival for broadcast as well as for live streaming on [Q2CFestival.com](http://Q2CFestival.com) and [tvo.org](http://tvo.org).

Most of you are familiar with TVO's *The Agenda with Steve Paikin*. Five nights a week we dedicate a full hour of prime time to “going deep” on the big current affairs issues – be they local or global.

From October 19 through 23<sup>rd</sup>, *The Agenda* will be on the ground at Q2C broadcasting live from the beautiful atrium here at the Perimeter Institute. Audiences both here at the Festival and at home will have a front row seat, as the expert panelists debate some of the most provocative scientific questions of our time.

Of course, demystifying complex matters is something TVO does really well. Our lecture series *Big Ideas* will have exclusive access to all the special lectures and panels taking place throughout the Q2C festival here in the Mike Lazaridis Theatre of Ideas - and our goal is to bring those discussions to audiences near and far – whether on TV or by podcast.

Each day of the festival, TVO producers and journalists will also be attending the events and live blogging, to bring more people into the conversation.

And there's one more audience we want to reach as well –kids. I'm really proud of the way we make hard-to-teach concepts fun to learn. Our *TVOKids* team will be on site at the Q2C Festival to cover the school program and introduce kids to some of the fascinating stuff that's happening through the week.

The issues, ideas and discussions that emerge throughout the Q2C Festival will - without a doubt - “make you think”. And of course that’s what TVO is all about.

We’re delighted to be partnering with Perimeter Institute on this exciting initiative because it means creating new and different opportunities to make people think, to share knowledge and to inspire. And when people are inspired, they feel empowered to participate more fully in the society in which they live, work and play.

At TVO, citizen engagement is our vision and we look forward to see it come to life in new ways next October.

Thank you.