



PROGRAMS

July 26, 2010

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MEDIA ADVISORY

Seek Your Own Proof Galt Museum Field Mission Launch

Friday **AUGUST 20** | 10:00 - 11:30 AM | PHOTO OPPORTUNITIES & INTERVIEWS

Lethbridge - The Galt Museum & Archives is pleased to announce it is the first Canadian museum to participate in *Seek Your Own Proof* - a new online and real-life history and science game. The brainchild of Lethbridge native and University of Lethbridge graduate Jason Suriano and business partner Ken Bautista of Rocketfuel Productions Inc. in Edmonton, Rocketfuel was recognized as "Most Promising New Company" at the Canadian New Media Awards.

The Galt Museum Field Mission is the first Canadian Field Mission included in *Seek Your Own Proof*. The first official Field Mission, which launched July 19 at the Discovery Times Square Exposition in New York, lets kid agents and their families work together to solve puzzles and track down clues based on the real artifacts and objects in the King Tut exhibit.

Seek Your Own Proof is a new online game at Discoverykids.com, targeted to 8-12 year-olds, which follows the story of three investigative siblings - Aidan, Milanie and Heiko Munro - who discover a secret underground agency known as the Central Institute for Exploration (CIE). The teens are quickly drawn into a chase through time and history against enemy agents who are plotting to rewrite the past, change the present and alter the future.

As agents of the CIE, *Seek Your Own Proof* users participate in online missions and solve mysteries through a series of animated and live-action videos, interactive puzzles and exclusive games. Kids can enhance their online experience in an unprecedented way by turning their *Seek Your Own Proof* investigation into real-life adventures through field missions at renowned museums and historical landmarks across North America, including the Galt Museum & Archives in Lethbridge.

The project will launch in Lethbridge on Friday, August 20 with 25-30 kids - enrolled in the Forensic Skill Builders and Exploring Technology camps, part of the LUMACS and Destination Exploration 2010 Summer Camp series at the University of Lethbridge - participating in the Galt Museum Field Mission. LUMACS is the outreach program for the U of L Department of Mathematics and Computer Science. Destination Exploration is the summer camp portion of the U of L's youth science programs. These programs provide exciting learning opportunities as well as the chance to experience campus life and a range of recreational activities.

Jason Suriano, Galt Museum representatives and LUMACS program leaders in attendance.

Photo opportunities of the children searching for clues in the Discovery Hall.

BACKGROUND INFORMATION:

Seek Your Own Proof: <http://www.seekyourownproof.com/public/company/company.aspx>

“Making Museum Fun for All”, *New York Times*, July 18, 2010:

<http://mediadecoder.blogs.nytimes.com/2010/07/18/making-museums-fun-for-all/>

LUMACS: <http://www.cs.uleth.ca/lumacs/>

Destination Exploration: <http://www.uleth.ca/sciencecamps>

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Galt Museum & Archives is located at the west end of 5 Avenue South, off Scenic Drive, Lethbridge, Alberta

Parking lot located at the north end of the building | enter through the sliding north doors

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HOURS TO AUG 31: *mon-sat* 10:00 am - 5:00 pm | *sun + hol* 1:00 - 5:00 pm