



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.

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.

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.

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