



media release

PERIMETER INSTITUTE DOCUMENTARY HELPS LAUNCH NEW SCIENCE BLOCK ON TVO

***The Quantum Tamers* makes world broadcast premiere Tuesday October 20 at 10 pm**

TVO's new programming block on Tuesdays at 10 pm to boost science literacy

Toronto, October 1, 2009 — To paraphrase the great physicist Neils Bohr: "Those who are not shocked by quantum theory cannot possibly have understood it." *The Quantum Tamers: Revealing Our Weird and Wired Future*, a new documentary by Perimeter Institute and Title Entertainment aims to jolt viewers' understanding of one of the greatest and perhaps most perplexing scientific theories. Premiering on TVO on Tuesday October 20 at 10 pm, *The Quantum Tamers* is part of TVO's special presentations during Perimeter Institute's Quantum to Cosmos Festival and will mark the start of a new science strand Tuesdays at 10 pm on TVO.

Shot in 16 cities in six countries, *The Quantum Tamers* is an energetic, unconventional and thoroughly entertaining presentation of quantum theory, bringing together over a dozen of the planet's brightest minds, including renowned British scientist Stephen Hawking. With the use of dance sequences, vibrant animation and the observations of the world's top scientists, *The Quantum Tamers* lays out the development of quantum physics, demonstrates how it is being applied in everyday life, and shows how a new era of quantum technologies is going to impact the world.

"We're very happy to be working with Perimeter Institute, and *Quantum Tamers* is a great opener for TVO's new science strand," says Nancy Chapelle, TVO's Managing Director of Content and Programming. "This is a quirky, not-your-typical academic film that opens up complex scientific theories to a large audience, making science fun and easily accessible. It's a perfect example of how viewers can expand their science literacy."

To view a short clip of Quantum Tamers, please visit TVO's Fall 2009 Highlights at www.newswire.ca/en/releases/mmnr/tvo/fall2009/q2c, or visit the Quantum to Cosmos home page at www.q2cfestival.com.

TVO viewers can also look forward to more science programming every Tuesday night at 10 pm. Beginning October 27, *The Cosmos: A Beginner's Guide* is a six-part series with host Adam Hart-Davis visiting scientists at the latest frontiers of discovery to explain the mysteries of the planets, stars and galaxies. On November 17, *Hunting the Hidden Dimension* delves into fractal geometry. On November 24, the 150th anniversary of the publication of *The Origin of Species*, David Attenborough's documentary *Charles Darwin and the Tree of Life* shows how the great biologist came up with his world-changing theory of evolution. And in December, look for the timely two-part documentary *The Virus Empire* about how diseases can spread rapidly around the world, and the four-part series *Science & Islam* exploring the great tradition of science in the Muslim world.

About the Quantum to Cosmos Festival

Perimeter Institute celebrates its 10th anniversary and contributes to Canada's National Science & Technology week this October. From October 15 to 25, [Quantum to Cosmos: Ideas for the Future](#) (Q2C) will take a global audience from the strange world of subatomic particles to the outer frontiers of the universe. Q2C will transcend traditional festivals by streaming events live and on demand, offering additional multimedia content online, and providing special opportunities for students and teachers. The Q2C Festival is produced for Perimeter Institute by Title Entertainment Inc. For more information please visit www.q2cfestival.com.

About TVO

[TVO](#), Ontario's public educational media organization, is the presenting media partner for the Q2C Festival. TVO is 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.

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