



FOR IMMEDIATE RELEASE
September 6, 2023

Science North launches *Jane Goodall – Reasons for Hope* film and exhibition in Thunder Bay

(Thunder Bay, ON) – Visitors to the Thunder Bay Museum can now see an exclusive 25-minute version of the uplifting film, *Jane Goodall – Reasons for Hope* as part of a new exhibition designed by Science North. To complement the film, interactive activities will also be included that focus on biodiversity and the environment. Together, the exhibition will highlight Dr. Jane Goodall's four pillars of hope: the resilience of nature, the power of youth, the indomitable human spirit, and the amazing human intellect. The exhibition will be on display at the Thunder Bay Museum indefinitely and is included in general admission. For more information about the museum, visit thunderbaymuseum.com.

To help celebrate the opening, The Honourable Patty Hajdu, MP Marcus Powlowski, MPP Kevin Holland and Thunder Bay Mayor Kevin Boshcoff were in attendance and were able to experience the exhibition alongside visitors to the museum this morning.

Permanent visitor experiences featuring the exclusive 25-minute film will open at four other partner attractions in Northern Ontario over the coming months; including the Kenora Lake of the Woods Discovery Centre, Cochrane Public Library, Sault Ste. Marie Canadian Bushplane Heritage Centre, and North Bay Museum.

Jane Goodall - Reasons for Hope is Science North's 7th giant screen film and was produced and directed by David Lickley in association with the Jane Goodall Institute and distributor Cosmic Picture. The film highlights Dr. Goodall's decades of work and inspires viewers to make a difference in the world. Audiences will see inspirational stories such as: the migration of the Northern Bald Ibis over the Alps, the re-introduction of the American Bison to the Blackfoot Nation in Montana, the globally recognized Sudbury Regreening Story, and technology advances in Arizona to combat climate change.

The *Jane Goodall – Reasons for Hope* exhibition is proudly supported by the Northern Ontario Heritage Fund Corporation and the Federal Economic Development Agency for Northern Ontario. For more information about the exhibition, visit sciencenorth.ca/hope.

Quotes

Science North has been lighting the imagination of visitors for decades. This week's launch of *Jane Goodall- Reasons for Hope* exhibit is another great reason why. Highlighting Dr. Goodall's decades of work to inspire others to make a difference in the world, this important film demonstrates why spreading hope is key to building a brighter future. - [Hon. Patty Hajdu, Minister responsible for the Federal Economic Development Agency for Northern Ontario and MPP for Thunder Bay – Superior North](#)

Dr. Goodall's remarkable career and insights are the inspiration for Science North's amazing new permanent exhibit. I encourage everyone to come to Thunder Bay and experience this fascinating and engaging study of humanity's relationship with Earth and our fellow living things. – [Hon. Neil Lumsden, Minister of Tourism, Culture and Sport](#)

I strongly encourage families to watch this uplifting film and check out the exhibit at the Thunder Bay Museum. Thank you to Science North for bringing this new exhibit to Thunder Bay. I'm proud of our Government's investment to help make this permanent display possible.- [Marcus Powlowski, MP for Thunder Bay- Rainy River](#)

I am pleased to see the NOHFC support of Science North's new exhibit at the Thunder Bay Museum, on Jane Goodall. This film and the exhibits will highlight her work and her optimism for the future. The hands-on exhibits will teach the public about ways we can all help the environment and the people, insects and animals that live in it. I look forward to seeing the exhibit and the great work Science North will do in the future - [Kevin Holland, MPP for Thunder Bay – Atikokan.](#)

Congratulations to Science North on the official opening of the Jane Goodall - Reasons for Hope exhibit at the Thunder Bay Museum. The uplifting film and accompanying exhibits will see residents inspired to make a change in the world. Bring your friends and family to the Thunder Bay Museum to enjoy this one-of-a-kind film and exhibit. - [Ken Boshcoff, Thunder Bay Mayor](#)

It is truly an honour for the Thunder Bay Museum to host this interactive exhibit based on Dr. Jane Goodall's work. Our gratitude cannot be expressed enough toward Science North and its funders for producing the exhibit and financially supporting the technology upgrades to our theatre to feature a short version of the Reasons for Hope documentary. It is so wonderful to be able to share these experiences with the peoples of Thunder Bay and Northwestern Ontario - [Scott Bradley, Executive Director- Thunder Bay Museum](#)

We are thrilled to officially open this uplifting and inspirational exhibit at the Thunder Bay Museum. Sharing Dr. Goodall's reasons for hope will benefit visitors of all ages. Science North is very proud of the work that went into the film, and we are thrilled that audiences across Northern Ontario will now be able to experience it. - [Ashley Larose MSc, CEO – Science North.](#)

About Science North

Science North is Northern Ontario's most popular tourist attraction and an educational resource operating the second- and eighth-largest science centres in Canada. Science North's attractions include a science centre, IMAX® theatre, planetarium, butterfly gallery, special exhibits hall, and Dynamic Earth: Home of the Big Nickel. Science North also oversees an award-winning International Sales unit, which develops custom and ready-made exhibits and multimedia experiences for sale to science centres, museums, and other cultural institutions all over the world. Science North, in partnership with Laurentian University, offers North America's first and only comprehensive Science Communication program, a joint master's and diploma program. For more information, please visit sciencenorth.ca.

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Media Contact:

Phil Howard
Senior Marketing Specialist
Science North
705-522-3701 ext. 273
phil.howard@sciencenorth.ca

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