

FOR IMMEDIATE RELEASE
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Science North Opens Expanded Dynamic Earth, Unveiling New Immersive Experiences That Bring Northern Ontario's Mining Story to Life

SUDBURY, ON — Today, Science North officially opened the Dynamic Earth expansion, marking the most significant addition to the attraction in decades and introducing new immersive experiences that connect visitors to the science, technology, and human stories behind one of Northern Ontario's most important industries.

Opening to the public on July 1, the \$14.9 million expansion transforms the visitor experience, taking guests on a journey through the past, present, and future of mining.

The expansion introduces the all-new *Next Generation Mine Tour*, a 45-minute underground experience that explores how mining is evolving through automation, electrification, and emerging technologies that are making operations safer, smarter, and more sustainable. Visitors will encounter real mining equipment, discover the innovations powering the industry, and gain a firsthand understanding of mining's critical role in everyday life.

The experience culminates in the *Big Impact Show*, a dramatic multimedia presentation projected onto a 30-foot rock wall that brings Sudbury's remarkable geological story to life and reveals the forces that helped shape one of the world's most significant mining regions.

The expansion also includes Glencore Hall, a new underground gathering space that creates opportunities for conferences, community events, celebrations, and special programming within one of Northern Ontario's most distinctive visitor attractions.

Beyond enhancing the visitor experience, the expansion reinforces Dynamic Earth's role in inspiring curiosity, building awareness of career opportunities, and showcasing Northern Ontario's global leadership in mining and innovation.

This transformational project was made possible through investments from the Government of Canada, the Province of Ontario, the City of Greater Sudbury, and private sector partners.

Dynamic Earth is expected to welcome more than 90,000 visitors this year. The *Next Generation Mine Tour* will be available as an add-on to Dynamic Earth's general admission for \$8 per person beginning July 1.

For more information, visit dynamicearth.ca.

Quotes

Dynamic Earth's exciting new attractions—from the immersive *Next Generation Mine Tour* to the breathtaking *Big Impact Show*—will elevate Science North as a premier tourism destination in Northern Ontario. Supported by the province's \$4.7-million investment, this expansion reflects the Ontario government's strong commitment to cultural institutions and science-based tourism, while inviting visitors to experience the innovation, natural beauty and vibrant communities that define the region.

- *Stan Cho, Minister of Tourism, Culture and Gaming*

As mining and mining technology continue to evolve, it is only fitting that Northern Ontario's premier underground centre receives this important boost. By fostering interest in mining, Dynamic Earth is helping to build the next generation of a skilled workforce for the industry. I am pleased to see this expansion which will benefit generations to come.

- *Viviane Lapointe, Member of Parliament Sudbury*

Dynamic Earth is an important part of how we tell Greater Sudbury's story to the world. This expansion enhances an already unique visitor experience and highlights the innovation, technology, and expertise that continue to define our mining sector. It is also a strong example of what can be achieved through partnerships between all levels of government, industry, and community leaders. I want to thank Science North and all project partners for bringing this investment to life and for continuing to showcase our city's leadership in mining and innovation.

- *Paul Lefebvre, Mayor, Greater Sudbury*

This expansion reflects what is possible when governments, industry, and community partners come together around a shared vision. The result is an experience that celebrates Northern Ontario's leadership in mining and innovation while creating lasting value through education, tourism, and economic development. We are proud to see this vision become a reality.

- *Jeff Smith, Chair, Science North Board of Trustees*

This expansion is about more than a new attraction. It is about helping people understand the incredible role mining plays in our everyday lives and in our future. Whether you're stepping underground on the *Next Generation Mine Tour*, experiencing the *Big Impact Show*, or visiting as part of a school program, Dynamic Earth now offers an even more engaging and inspiring way to connect with the innovation, talent, and natural history that make Northern Ontario unique.

- Ashley Larose MSc, CEO of Science North

Vale Base Metals is proud to be a platinum sponsor of this important expansion, which represents a meaningful investment in the future of mining and in our community. Dynamic Earth is a valued partner, helping bring to life the innovation, technology, and expertise that define our industry today and will shape it for generations to come.

-Gord Gilpin, Director of Ontario Operations, Vale Base Metals.

Technica is honoured to support the *Next Generation Mine Tour*. Mining has been at the heart of the North, but most importantly, these mining deposits have been home to our Treaty partners (specifically in Sudbury the Robinson Huron Treaty of 1850) for hundreds of years. Through this experience, learners will explore the importance of honouring the earth, learn about the histories and current opportunities with the local First Nations, and get excited about new approaches that allow us to mine safely, responsibly, and respectfully. This exhibit will help prepare our youth for the next generation of mining, which is essential for the sustainability of our community and our country - we are excited to be a part of it!

- Mario Grossi, President & CEO, Technica Mining.

About Science North

Science North brings science to life by connecting people through stories, curiosity, and shared exploration. As Northern Ontario's premier science destination, it offers immersive, hands-on experiences at two dynamic science centres in Greater Sudbury: Science North and Dynamic Earth. At Science North, visitors explore world-class exhibits, an IMAX® theatre, a digital Planetarium, a butterfly gallery, and four floors of interactive STEM experiences. Dynamic Earth, home to the iconic Big Nickel, features earth sciences exhibits, a lapidary lab, and an underground mining tour. Beyond its walls, Science North sparks curiosity across Northern Ontario with dedicated satellite offices in Thunder Bay and Sault Ste. Marie. Through these hub locations, Science North provides innovative outreach programs, long-term exhibitions, school visits, festivals, and summer camps across the North. Science North also creates and tours award-winning exhibitions and immersive experiences worldwide. In partnership with Laurentian University, it also delivers North America's only comprehensive Science Communication graduate program. Science

North is an agency of the Government of Ontario. For more information, visit sciencenorth.ca.

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