



THE Wonderful Wizard OF Oz

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OCTOBER 9, 2010



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EDMONTON JOURNAL

Visit *The Wonderful Wizard of Oz* at the Royal Alberta Museum starting October 9

Edmonton - The Royal Alberta Museum is proud to host the Canadian premiere of *The Wonderful Wizard of Oz*, an exhibit based on the beloved book by L. Frank Baum. Since its publication 110 years ago, *The Wonderful Wizard of Oz* has enchanted generations of children around the world, inspired countless movies and musicals, and launched the concept of the “children’s adventure series.”

Open to the public on October 9 and continuing through January 2011, the exhibit is designed specifically for children and comes alive in a larger than life pop-up book that transports visitors onto the very pages of the classic story. The Land of Oz will be explored through hands-on activities combining science, art and history. By the end of the exhibit visitors will learn more about themselves.

All munchkins will want to follow the road of yellow brick to join Dorothy, Toto and their new-found friends as they encounter winged monkeys, Winkies, the Wicked Witch and — of course — the Wizard of Oz.

The Wonderful Wizard of Oz is produced and toured by Great Explorations Children’s Museum, St. Petersburg, Florida.

The Royal Alberta Museum is located at 12845 -102 Avenue in Edmonton and is open daily from 9 a.m. to 5 p.m. Admission is \$10 for adults, \$8 for seniors, \$7 for students with valid ID, \$5 for youth ages 7-17 and \$28 for families (two adults and their children ages 7-17). Children age six and under are admitted free. Saturdays and Sundays, all admissions are half price. For information, visit www.royalalbertamuseum.ca or call 780-453-9100 (dial 310-0000 for toll-free access within Alberta).

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Editor’s Note: Media are invited to tour the gallery and conduct interviews on Thursday, October 14, between 10 a.m. and 2 p.m.

Media inquiries may be directed to:

Julie Calderbank
Royal Alberta Museum
780-453-9111
julie.calderbank@gov.ab.ca
www.royalalbertamuseum.ca

overview

The Canadian Première of *The Wonderful Wizard of Oz* is produced by Great Explorations Children's Museum, St. Petersburg, Florida. This fall Dorothy, Toto, the Lion, Scarecrow and all of your favourites will be coming in a larger than life pop-up book, based on L. Frank Baum's beloved classic, *The Wonderful Wizard of Oz*. Step into the pages of the story, and explore the Land of Oz through hands on interactive activities, designed for munchkins of all sizes.

When L. Frank Baum published the book *The Wonderful Wizard of Oz* in 1900 with original art by W. W. Denslow, it became an instant success. The popularity of the book gave way to 13 sequels written by Baum, countless stage versions and what is considered by many to be one of the greatest movies of all time. The story itself has become a cherished classic and is considered America's first and foremost fairytale. We invite visitors to step into this 1,500 square foot, three-dimensional representation of the book. The exhibit boasts interactive activities that combine science, art, math and storytelling to make children think and problem solve, while enjoying the classic story of Dorothy's journey to Oz. The exhibit is also designed with open ended questions at every section with the intention of making children think as well as expand and explore their own knowledge and opinions. Children and adults alike will love the dazzling backdrops based upon Denslow's famous illustrations, while children's minds will be stimulated from the story and learning related activities.



highlights

At *Dorothy's Farm House*, children will be able to dress up and learn about life on the farm, as they collect and count eggs, use a water pump to make a plant grow and identify different farm animals.

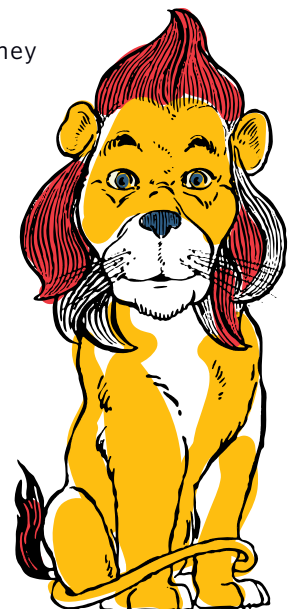
Learn and appreciate the awesome power of a tornado while viewing a monitor displaying images of a tornado and its destructive ability. Then, create your own in *Tornado Alley*, where you spin your tornado and see its path of destruction before your eyes.


All the Tin Woodman wanted was a heart, now you can learn about the human heart through feeling different levels of heart beats and even explore a heart puzzle like a surgeon.

The Scarecrow desired a brain so that he would be able to understand and think. You will be able to understand the brain as you compare brain sizes of different animals and match the brain to its owner. Then, use your brain to take apart the Scarecrow and put him back together.

You might also need a little courage when you crawl through the *Lion's Cave* and look for and identify animals in the forest mural.

Build your own *Road of Yellow Brick* and castle on your journey to Oz, where you can try on Dorothy's silver slippers; think about your own dreams, and the power you have to make them come true.





did you know fast facts

- W.W. Denslow's beautiful and vibrant illustrations were almost colourless! The publisher of the book was so concerned about the cost to print the colour plates that Baum and Denslow paid for the additional cost themselves to make it colour!
- Dorothy's famous ruby slippers in the movie are actually silver in the book, and were only made ruby in the film to take advantage of the new Technicolor filming.
- The first book and its sequels were so popular that the publisher Reilly and Lee continued the series after Baum's death in 1919, publishing a total of 26 additional sequels, 19 of which were written by Ruth Plumly Thompson.
- The famous Yellow Brick Road from the film was actually called The Road of Yellow Brick.
- In the book, the Land of Oz is a real place not a dream. Dorothy returns in later books to live in Oz along with her Aunt and Uncle.
- *The Wonderful Wizard of Oz* book was the third collaboration for Baum and Denslow; they would work together once more on *Dot and Tot of Maryland* which was unrelated to Oz. The 13 sequels written by Baum were illustrated by John Rea Neill.



about

Museum Shop and Museum Café

Be sure to pick up your copy of *The Wonderful Wizard of Oz* book available in the Gift Shop. And just in time for the Christmas season the shop will be offering a wide array of Christmas ornaments and movie based memorabilia.

Shop open 10 am to 5 pm.

Exhibit Hours and Admission

The Royal Alberta Museum Hours of Operation

Open daily 9:00 am - 5:00 pm

Closed December 24 and 25

Admission Prices

Adult	\$10
Senior (65 years and over)	\$8
Student (valid ID)	\$7
Youth (7-17)	\$5
Children (6 & under)	FREE
Family (2 Adults & children)	\$28.00

HALF PRICE ADMISSION

Saturday and Sunday 9 - 11 am