

Issue 58

September 2016

# NEWS SAUR



PHILIP J. CURRIE  
DINOSAUR MUSEUM

**AMBER BALL 2016  
FIRST ANNIVERSARY**

## PRESIDENT'S FIRST ANNIVERSARY MESSAGE

Dear Friends:

**A year has gone by in a blink since the opening of the museum!**



In September 2015, we became part of an extraordinary milestone in Canadian history with the conception and creation of the Philip J. Currie Dinosaur Museum at the Side Family Place. This was the culmination of many visionaries and a singularly unique vision. A vision that would touch and inspire many generations of Canadians in times to come. The museum has since become a veritable resource of active research, discovery, engagement and continued learning. It has been made possible, by our stakeholders at the County of Grande Prairie No. 1, the City of Grande Prairie, the MD of Greenview, Saddle Hills and the River of Death and Discovery Dinosaur Museum Society Board, among others, who have worked in the spirit of cooperation and resolve that Albertans are known for.

The continued presence of Dr. Philip J. Currie at the Pipestone Creek bone-bed site adds greatly to important work that will augment the changing exhibit experience in our galleries and pave the way for the establishment of a repository status in the Province of Alberta. It is equally gratifying to acknowledge the \$500,000 in philanthropic commitment to education by the Side Family that has provided vital fiscal resources in addition to many corporate and private contributions, making it a true public- private partnership. The last 12 months have seen successes that many established museums can only hope to strive for in their lifetime. Five important developments are worth noting.

First, Awards and Accolades have come quickly- 9 in 9 months- with many more on the anvil. It establishes peer recognition and acknowledges the level of excellence and innovation deserving of these regional and national awards. Second, Programs and Outreach have surpassed expectations with an incredible 64 events and initiatives in 16 months. It is particularly significant to note that this is a near impossible target to achieve with a core staff of less than six, focused on education and content research. Significant among these are proposals to expand air-borne palaeo tourism, surface bound themed interactive billboard proposal, presence at airports, and the “designosaurs” highly interactive gaming project. Third, massive attendance numbers nearing 120,000 in the first 12 months (more than twice the projected figures), and its impact on tourism and economy. Custom designed merchandize has enabled high volume of merchandize sales unique to this destination. Fourth, the museum enhances the quality of life in the Grande Prairie region and offers a unique brand profile that can be leveraged to attract investment, new events like summer festivals, games, conferences et al attracting and retaining quality professionals. Lastly, the strong foundations and collaborative partnerships that we’ve entered into - including the Endowed Professorship in Palaentology through University of Alberta and loan initiatives with the Royal Tyrrell Museum -ensures that future prospects and potential of this facility are limitless. It is only a matter of time before it blossoms into a research hub for palaentology, publications, tourism, branding, retail, traveling exhibits, extended e-learning platforms, cutting edge exhibits, films and credit courses.

The operational success of this unique facility would draw on adequate funding to meet standards of excellence in attracting and retaining academic and administrative talent, capital additions to facilities and equipment, innovative marketing and above all, peer recognition.

**Become a Member... our Memberships strengthen your museum!**

George Jacob M.Tech. MMS., D.Lt., FRCGS, CCF

*President and Chief Executive Officer PJCDM*

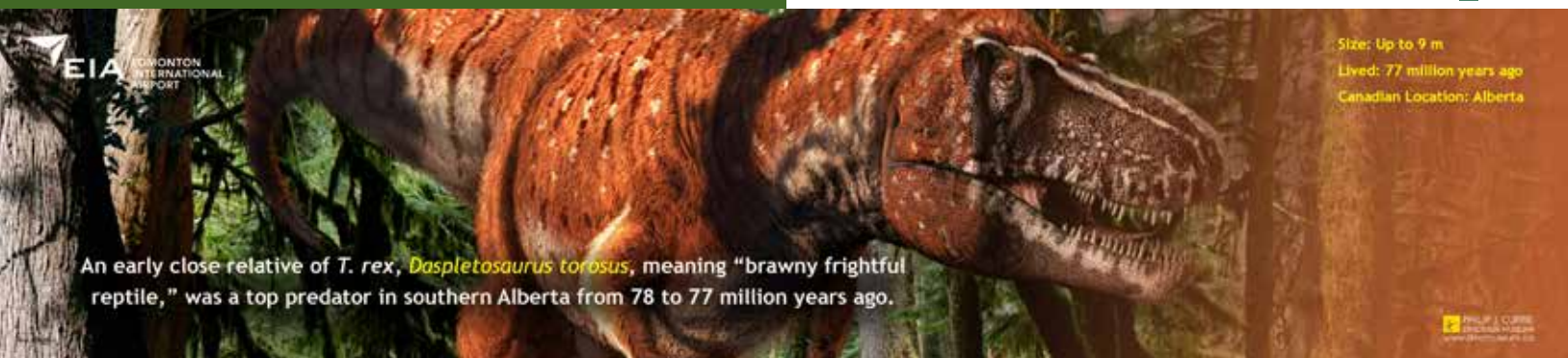
*Board of Directors, International Council of Museums Canada*

*Board of Directors, Canadian Association of Science Centres*

*Board of Directors, ICOM-International Council of Training Professionals*







Size: Up to 9 m  
Lived: 77 million years ago  
Canadian Location: Alberta

An early close relative of *T. rex*, *Daspletosaurus torosus*, meaning "brawny frightful reptile," was a top predator in southern Alberta from 78 to 77 million years ago.

PHILIP J. CURRIE  
DINOMUSEUM

## Community Concert Brings New Audiences

With an opening act, back to back performance by Lonesome Dove and the Cadillac Junkies, the museum celebrated a summer weekend of family fun. Beer gardens at the best patio in GP brought out over 1000 visitors, some enroute the mud-bogs in Wembley.



## I-Beacon BillBoards Proposed to Ministry of Tourism

President & CEO met with both the Minister of Tourism Hon'ble Ricardo Miranda and the Asst. Deputy Minister Chris Heseltine to propose a unique set of 9 interactive Billboards positioned between Edmonton and Grande Prairie.



## Museum Gains Presence at Edmonton Airport

The much awaited presence at the Edmonton International Airport has now become a reality. The multi-year partnership enables the museum to have visual displays at Bridge 56 departure gates. Akin to the GP Regional Airport, this display includes an array of content driven screens, a life-size troodon model and striking graphics.



## Tiny Titans Depart To Make Way For Dinos Take Flight!

After five exciting months, Tiny Titans exhibit at the Rotary Special Exhibits Gallery has been replaced by Dinos Take Flight. This new exhibit opens on September 10 and will remain here till the first week of January 2017.



# School Programs Now Open for Registration!

As the summer comes to an end so has our drop-in bonebed tours, 'Curious Critters', and 'So You Want to be a Palaeontologist' programs. Thank you to everyone who participated in our programs this year; and a huge thank you to our amazing Young Canada Works summer students Heather Gerow and Rachel Smith for all of their hard work.

With the new school year starting so are our School Programs, registration is now open! New this year are three short 30 minute programs 'Toothy Tyrants' and 'Flying Creatures' are both designed for Grades 3-7; while 'Centra Counting' is great for Grades 7-9. An expansion to our Palaeontology Foundation is finished with our Palaeontology 20 program now available for high school students. Our Palaeontology Foundation 10 & 20 programs are available in full program or as individual modules. All program information, pricing and booking details are available on our website at: <https://dinomuseum.ca/programs/field-trips/>

Another exciting component our Education team has been working on is our Designosaurs E-Learning Game. This interactive build your own dinosaur game is set to launch summer 2017. For sponsorship information, please contact Caitlin at [caitlin@dinomuseum.ca](mailto:caitlin@dinomuseum.ca) or 587-771-0662 ex 407.

## Win this Audi Q3!

Tickets available online at [dinomuseum.ca](http://dinomuseum.ca) until September 9

## Amber Ball Raffle!



## Upcoming Events

- Sept 9th:** First Anniversary Amber Ball - Audi Q3 RAFFLE DRAW!
- Sept 10th:** Dinosaurs in Flight Opens - NEW TRAVELING EXHIBITION!
- Sept 16th:** Night at the Museum
- Sept 24th:** Lecture Series: 3PM - Derek Larson - 'The teeth and diet of modern monitor lizards and extinct meat-eating dinosaurs'



Unique Dino-Jewelry available in the Kaleidosaur Gift Shop NOW!

[www.dinomuseum.ca](http://www.dinomuseum.ca)

## New Staff

Heather Kaip  
Front Desk



Erika Stamp  
Front Desk



Chelsea Clark  
Front Desk



## Sponsors



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