



FOR IMMEDIATE RELEASE

ADVENTURE INTO 2050 AND SAVE OUR EARTH!

KUALA LUMPUR WELCOMES THE SCIENCE OF SURVIVAL – SAVE OUR EARTH EXHIBITION FROM THE UK. COMMENCING END OF APRIL 2009 AND RUNNING THROUGH TILL 14 AUGUST 2009 AT THE PUSAT SAINS NEGARA, KUALA LUMPUR, THE SCIENCE OF SURVIVAL IS AN EDUTAINMENT EXHIBITION THAT TRANSPORTS YOU TO THE WORLD IN 2050 AND INVITES VISITORS TO EXPLORE HOW WE WILL SURVIVE ON A CHANGING PLANET. ENTIRELY SCIENTIFIC, INTERACTIVE AND HIGHLY FACTUAL, THE EXHIBITION INVITES EVERYONE TO MAKE CHOICES ABOUT EVERYTHING FROM THE FOOD WE EAT TO THE BUILDINGS WE LIVE IN AND VEHICLES WE TRAVEL IN.

SURVIVAL REVEALS HOW OUR LIFESTYLES AND LEISURE ACTIVITIES AFFECT THE WORLD'S ENVIRONMENT. EACH VISITOR'S CHOICE, DESIGNS AND CREATIONS ARE STORED IN THEIR SURVIVAL CARD AS THEY PROGRESS THROUGH THE EXHIBITION. THE DECISIONS MADE WILL BE REFLECTED IN THE 'FUTURE CITY' AT THE END OF THE EXHIBITION – WHERE VISITORS CAN SEE HOW THE DECISIONS AND CHOICES MADE TODAY CAN AFFECT LIFE IN THE YEARS TO COME.



VISITORS TO SURVIVAL MOVE THROUGH SEVEN ZONES: BRIEFING, DRINKING, EATING, ENJOYING, MOVING, BUILDING AND FUTURE CITY. THEY PLAY INTERACTIVE GAMES AND SHAPE THEIR LIVES FOR 2050. AMONG THE ACTIVITIES IS FUTURE JOURNEY, A DRIVING GAME, WHICH INVOLVES PICKING UP FRIENDS IN NEWLY DESIGNED VEHICLES, RUNNING ON NEW FUELS, TO TAKE TO A PARTY IN THE 2050 CITY. THE EXHIBITION ALSO OFFERS AN EARLY OPPORTUNITY TO SEE FIRST-HAND MANY NEW INNOVATIONS DESIGNED TO MAKE BEST USE OF THE PLANET'S RESOURCES.

SURVIVAL IS HIGHLY INTERACTIVE, WITH CHALLENGES FOR CHILDREN AND FAMILIES TO COMPLETE THROUGHOUT. IT IS FULLY BACKED BY NEW RESEARCH AND ALL OF ITS FEATURES ARE DEvised FOLLOWING CONSULTATIONS WITH SCIENTISTS AND RESEARCHERS ACROSS THE UK. IT EXPLAINS HOW CLIMATE CHANGE AND DIMINISHING RESOURCES MAY AFFECT THE WAY WE LIVE IN THE FUTURE AND HOW SCIENCE AND TECHNOLOGY CAN OFFER SOME SOLUTIONS. SURVIVAL ALSO COMES HIGHLY RECOMMENDED AS AN EDUCATIONAL TOOL FOR SCHOOL AND COLLEGE STUDENTS, INSTILLING GOOD ENVIRONMENTAL HABITS AND ENABLING LATERAL LEARNING.

SURVIVAL IS WHOLLY IMPORTED FROM THE UK AND COMES UNDER THE UMBRELLA OF 'THE SCIENCE OF', A PARTNERSHIP BETWEEN THE WORLD-RENOWNED SCIENCE MUSEUM (LONDON) AND INTELLECTUAL PROPERTY MANAGEMENT EXPERTS, FLEMING MEDIA. IT HAS TRAVELLED WIDELY INTERNATIONALLY AND IS NOW FINALLY COMING TO THIS PART OF THE WORLD FOR THE FIRST TIME. THE SCIENCE OF SURVIVAL EXHIBITION IS SPONSORED GLOBALLY BY - BASF, HSBC AND NISSAN.

SURVIVE
2050

the science of...
SURVIVAL KL'09
SAVE OUR EARTH

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