

Glenbow Museum

WHERE THE WORLD MEETS THE WEST

Media Advisory

Alberta's Stories in the Palm of Your Hand!

(Friday, May 18, 2007) Calgary, AB – Many of us use our Personal Digital Assistant (PDA) to store phone numbers and organize our calendar. Now, for the first time ever, Glenbow Museum is lending out PDAs to its visitors to explore our new permanent gallery, *Mavericks: An Incurable History of Alberta*.

One of only two Canadian museums to harness this technology, Glenbow's new *Mavericks Navigator* will guide visitors by 43 tour stops as they weave their way through the gallery. The *Mavericks Navigator* will bring Alberta's stories to life in the palm of our visitor's hand. Over two hours of interactive games, video clips, photographs and interviews are loaded onto this handy device and are not available anywhere else in the gallery!

Glenbow's *Maverick Navigator* is available on 20 in-house PDAs in English and French. Closed captioning is also offered for all audio and video components. It will be available on weekends until the end of June and daily in July and August. Sign-out is on the third floor and included with museum admission.

- WHAT:** Launch of *Mavericks Navigator*
- WHEN:** Friday, May 25, 2007 at 10 a.m.
- WHERE:** Glenbow Museum, Third Floor
130 – 9 Avenue S.E.
- INTERVIEWS:** Kirstin Evenden, Director, Knowledge Management
Cherry Sham, New Media Coordinator
Holly Schmidt, Curator of Educations and Interpretation, *Mavericks*
Demonstration of *Mavericks Navigator* PDA

Unlike a traditional history gallery that lists dates, names and events, *Mavericks: An Incurable History of Alberta* illustrates the history of Alberta by featuring maverick personalities from every walk of life who have contributed to the development of our province. The lives of these fascinating people drive the gallery narrative with artifacts, art, photographs, and multimedia.

This gallery was made possible by the following lead supporters:



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