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COMMUNITY in Focus

'Cool' exhibit educates and entertains



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As the summer heatwave continues, Aberdeen Centre mall has a "cool" exhibit for shoppers to view.

Called Ice Age Giants, the display in the mall's central atrium features a lineup of super-sized, animated, replica mammals that roamed the earth millions of years ago, after the dinosaurs came and went.

Visitors will be able to see a family of sabre-tooth cats, a woolly mammoth and even a troupe of Australopithecus, modern man's earliest-known ancestors.

It's all designed to entertain and educate, said the mall's spokeswoman, Joey Kwan.

"We like to call it 'edutainment,'" Kwan said. "We like to have these kinds of exhibits because it brings so many people in, and when they're here we want to give them something to learn,

and have fun."

On the fun side, the Ice Age display has a contest for those who like snapping selfies.

When you take a photo with your smartphone with one of the exhibits in the background or a special Ice Age selfie backdrop, visitors are encouraged to upload them to Instagram and include the hash tag #aberdeeniceage for a chance to win one of three Polaroid Zip Zink, Smartphone Photoprinters that allow you to print 2x3 inch colour prints wirelessly from your cellphone.

Winners will be announced Sept. 1.

This is the second time a version of the Ice Age Giants exhibit has made a visit to Aberdeen Centre.

Kwan said the feedback from shoppers last time was so positive it was an easy

decision to bring it back.

Plus, the attention these types of shows generate furthers the mall's desire to become known as the destination for fun, Kwan said.

In the past, the mall has attracted displays by candy giant M&M, and building block icon Lego.

Increased customer traffic doesn't hurt, either, Kwan said, adding that in the past the mall officials would pay close attention and do counts of visitors.

But now that the reputa-

tion of Aberdeen Centre is established for these types of displays, keeping a check on the numbers is not as important as the mall's packed parkade and busy stores is indication enough that the promotion does its job, Kwan said.

As for next year's big draw, Kwan would only say that it will involve a construction-related, children's product which is certain to create plenty of interest.

Ice Age Giants runs during mall hours until Aug. 31.



■ Aberdeen Centre's Joey Kwan with a replica of a woolly mammoth, one of the displays at the mall's Ice Age Giants exhibition located in the centre atrium. Photo by Philip Raphael/Richmond News