

Infinity room launches at Catalyst

A free, immersive exhibit about recycling has launched at Catalyst Science Discovery Centre and Museum. The 'Infinity Room' installation, created by recycling not-for-profit Every Can Counts, aims to teach children and the wider public about the importance of recycling drink cans, as well as illustrating the infinite recyclability of aluminium.

Those who step inside the giant drink can will find themselves in a mirrored room that creates an illusion of being surrounded by an infinite number of suspended aluminium cans. At the same time, a narrator will take them on an educational journey through aluminium can recycling and its environmental benefits. The exhibit, which is made up of 1,500 recycled cans and 25 square metres of mirrors, also makes for an ideal photo opportunity.

Chris Latham-Warde, Programme Manager for Every Can Counts said "Our one-of-a-kind Infinity Room installation has been a great success in both Glasgow and Dundee over the past few months, so we're very excited to be bringing it to yet another new location in the UK. The aim of the exhibit is to raise awareness of the infinite recyclability of aluminium in a visual and interactive way. Every drink can that is recycled could be back on the shop shelf in 60 days, so we hope that visitors to Catalyst Science Discovery Centre are left feeling inspired by this and the vital role that they can play in keeping this cycle going."

Clare Lightfoot, Community Engagement Coordinator at Catalyst said "Informing, educating and inspiring younger generations about the wonders of science and the impact they can have on the environment is what we're all about at Catalyst. It's great to be able to partner with Every Can Counts to host their Infinity Room exhibit and spread the message about the infinite recyclability of aluminium in a fun and interactive way. We look forward to hearing what our

visitors think and the small changes they'll be making in their everyday lives to make sure each and every drink can that they consume is recycled."

The Infinity Room was launched with the help of Mr Moorcroft and his pupils from St Augustines RC Primary School from Runcorn who were the first to explore the room!

Every Can Counts is a unique partnership formed between drink can manufacturers, drink can fillers and the wider recycling industry, all with the goal of reaching a 100% recycling rate for drink cans. The programme provides free recycling support to businesses and organisations around the UK. To find out more information about Every Can Counts, visit www.everycancounts.co.uk

Catalyst is a Science Discovery Centre and Museum offering a host of interactive exhibits, museum archives, historical galleries, family shows and hands-on workshops.

Visitors can explore the Infinity Room at Catalyst free of charge, from 10am – 5pm every day (apart from Mondays when the centre is closed) until the end of August but visitors are encouraged to purchase an admission ticket to experience all of the activities and exhibits the centre has to offer. Visitors buying an admission ticket will automatically receive an annual pass, enabling them to visit multiple times over the next 12 months.

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