PRESS RELEASE

Montréal, October 14, 2026

Montréal Science Centre Invites Families to Curiosity Runs in the Family Event, Presented by Ubisoft

Rediscover your inner child on Saturday, November 7, during a one-of-a-kind day of discovery, creativity and intergenerational fun, where every visitor will enjoy the children's admission rate, regardless of age.

The Montréal Science Centre invites families to enjoy an extraordinary experience at **Curiosity Runs in the Family Event**, presented by **Ubisoft**, taking place for one day only on **Saturday, November 7, 2026**. Designed as a celebration of curiosity across generations, this special event will bring together children, parents and grandparents through hands-on activities designed to learn, create and have fun together.

Presented by Ubisoft, the event will give visitors the opportunity to share scientific discoveries, take on creative challenges and enjoy engaging experiences that encourage connections between generations. Through a family-focused program, guests of all ages will be invited to combine their knowledge, discover new passions, and create lasting memories. All proceeds from the event will support the Montréal Science Centre Foundation's mission.

A program designed for learning and fun together

With **Scientific Toys: Then and Now**, participants will revisit the games and toys that shaped past decades and discover how science and technology have transformed them over time.

Play, Code, Create, developed **by** Ubisoft, CyberCap and Créativité Québec, will offer an introduction to coding with the famous Rabbids, a creative workshop where children and adults will work together to imagine original inventions, as well as a fun activity exploring the basics of cybersecurity.

Aspiring scientists will also be able to put their hypotheses to the test in **Iron in Your Cereal?**, an interactive workshop presented by *Neurones atomiques* that invites families to uncover the surprising science hidden in their breakfast cereal.

Those who love games and challenges will enjoy **Think Fast, Laugh Harder**, an activity presented by MJ Games where strategy, mathematics and magnetism come together in a lively and welcoming atmosphere.

Finally, **The Incredible Blob**, presented by BlobScience, will introduce visitors to a fascinating organism capable of solving problems without a brain or neurons, including a live demonstration of its remarkable awakening.

"At the Montréal Science Centre, we believe that the most meaningful discoveries are often the ones we share. With *Curiosity Runs in the Family Event*, we want to offer families a special opportunity to experience science in a different way by creating moments of connection, exchange and wonder between generations."

– Cybèle Robichaud, Director, Montréal Science Centre

"For Ubisoft, partnering in this event is a wonderful opportunity to highlight the importance of sharing scientific and technological knowledge. Through games and immersive experiences, we hope to spark curiosity, fuel imagination and ignite a passion for discovery that will create lasting memories for families long after the day is over."

– Magali Valence, Communications Director, Ubisoft

In addition to the special event programming, visitors will also have access to the many interactive exhibitions that have made the Montréal Science Centre a must-visit destination for exploring science and technology in an accessible and engaging way.

For the complete schedule and tickets, visit the Montréal Science Centre website. www.montrealsciencecentre.com

About the Montréal Science Centre

The Montréal Science Centre, a division of Canada Lands Company limited, is a complex dedicated to science and technology that welcomes more than 600,000 visitors annually. It is best known for its accessible, interactive, and inclusive approach and for promoting the value of local innovation and know-how. Its major partners are **TELUS, AWS, The Beat 92.5, and La Presse**.

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