

# MEDIA RELEASE

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**For Immediate Release**

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## Science is Fun Again at the Edinburgh International Science Festival

Celebrate the world of science and technology in a fun and interactive way at the Edinburgh International Science Festival.

[HolidayCity.com](http://HolidayCity.com) – The city of Edinburgh comes alive this spring as it celebrates the world of science, technology and innovations at the annual Edinburgh International Science Festival scheduled to be held from 3 – 17 April 2010. Every year, thousands of visitors would attend the festival, which was the first of its kind to be held in the world in 1989 and one of the largest in Europe. A selection of events is lined up for both adults and children to experience the wonders of science in a fun and engaging way. Distinguished scientists and researchers would also be holding workshops, talks and exhibitions for the public. With the city becoming a virtual salutation of everything scientific, Edinburgh hotels are anticipating a healthy occupancy level.

This year, the Edinburgh International Science Festival would be celebrating the International Year of Biodiversity. Visitors can expect a packed programme which includes a fantastic outdoor exhibition by famous photographer, Steve Bloom, at the St Andrew Square; exciting and popular activities at the seven-floor City Art Centre such as the Wee Wonder World, Jungle Safari and Blood Bar; and other adventure-filled goings-on at the Edinburgh Zoo and the Royal Botanic Gardens. The organizers of the festival have also teamed up with the BBC to bring the Bang Goes the Theory roadshow to the city, where a team of experts would engage its audience in hands-on scientific experiments. One of the highlights of the festival is the Sonic Dreams, an amazing, ground breaking experiment that combines art and science, with a revolutionary 3D sound system.

According to Lee Lai Huat, CEO of HolidayCity.com, “Going to the Edinburgh International Science Festival is like going to a playground! There are so many exciting programmes and activities to choose from. And the best part is that they make science and technology fun and enjoyable for the whole family. It’s definitely a festival I’d want to visit with my family.” He went on further to remark, “With such an engaging and creativity way of presenting the latest inventions and innovations to the general public, it’s not hard to see why the festival is hugely popular. With great savings on Edinburgh accommodation, visitors now have another good reason to make their way to this beautiful city.”

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