

# vivifeye

## Press release

### UK's largest Magic Planet installed at Conkers

*New 3ft digital globe shows dramatic effects of climate change*

19 July 2007: The UK's largest Magic Planet digital globe has opened at Conkers, the award winning attraction at the heart of the National Forest in Leicestershire.

The 91cm (3ft) diameter globe, which allows visitors to choose and see moving, colour images of the Earth's environment as it appears from space, is part of the new Energy Experience at Conkers. Themed on climate change and energy conservation, the exhibit is sponsored by energy company E.ON and conveys important environmental messages in a fun and hands-on way – the key to Conkers' success.



**Photo: Nottingham Forest football legend Viv Anderson shows the Magic Planet to visitors at Conkers**  
*(high resolution photo available on request)*

The Magic Planet is the centrepiece in the 'Energy World' section of the new exhibition at Conkers, which was developed in conjunction with Haley Sharpe Design of Leicester. The giant hands-on globe shows the dramatic effects of climate change and gives visitors the power to make a real difference in their daily actions by demonstrating the environmental impact their choices can make – locally, nationally and globally.

Stephen Woolfe, Chairman of the Heart of the National Forest Foundation, said:

“Climate change not only affects all countries worldwide but will also have an impact locally and on all our lives; what better way to get across such an important message than through the exciting Energy Experience exhibit which is a great addition for visitors to Conkers.”

Suzanne Doxey, Community Relations Manager with E.ON, said:

“It's vital that we educate our children at an early age about using electricity in an energy efficient way and the part we all have to play in protecting the environment. We need to raise awareness of the wider implications of the ever-growing dependence on the electricity supply and we're doing just that with the Magic Planet in the Energy Experience.”

**About Conkers**

Conkers is an award-winning family attraction all about life in British woodlands and our native environment which offers visitors a unique mix of indoor and outdoor experiences. It is the Discovery Centre at the heart of The National Forest, which covers 200 square miles of the counties of Leicestershire, Derbyshire and Staffordshire.

**About E.ON**

E.ON, the UK's largest integrated power and gas company, is a long-term supporter of the Heart of the National Forest Foundation which has led the creation of Conkers. In sponsoring the new exhibit, the company becomes one of the Foundation's Premier Supporters.