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MEDIA ADVISORY

'Alternative Facts' News Conference Opens Canada's First Augmented Reality Exhibit

TORONTO, ON - A new discovery - a journal - has renowned maverick and Canadian arts icon Tom Thomson involved in yet another mystery. The "hunt" is on. The story is explained in this [video](#).

The Tom Thomson Art Gallery will reveal its newest findings on Tom Thomson, including the locations of his hidden treasure across Ontario, and details of his close friendship with George Nadjiwon, a young man from Cape Croker reserve.

The gallery is inviting media to an "alternative facts" news conference. Showcasing the groundbreaking [Betwixt & Between](#) exhibit that includes the first augmented reality component of its kind, the TOM will seek to start a dialogue about knowledge, expertise and authority on history. We guarantee that information provided will be *almost* entirely true.

What: The TOM #ALTERNATIVEFACTS News Conference

When: 11 a.m. on Thursday, August 10th, 2017

Where: North Ballroom - Gladstone Hotel

1214 Queen Street West

Toronto, ON

Please RSVP to join us in discussing the “alternative facts” of history. Both real and fake journalists are welcome!

The Hunt is On!

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About *Betwixt & Between*: An Untold Tom Thomson Story:

Betwixt & Between is a multi-level platform project that incorporates an augmented reality app created by Augmented Marketing. The project was created and developed by artists Joel Richardson, Germinio Pio Politi and Nyle Johnston, after their discovery of the journal of George Nadjiwon which, if authenticated, reveals the never before documented relationship between George and iconic Canadian artist, Tom Thomson. The app is fully integrated with the exhibit, and can be experienced by visitors in three modes: gallery, book, or hunt. To date, no other app has been developed that works on these three levels.

About Tom Thomson Art Gallery:

Established in 1967, the Tom Thomson Art Gallery is named for the iconic Canadian landscape artist Tom Thomson (1877 – 1917) and houses one of Canada’s largest collections of his work. As a dynamic place where artists and audiences can meet and flourish, the Tom Thomson Art Gallery provides enriching experiences through art for a range of visitors, showing the art of today and influencing the art of the future.

Website: tomthomson.org

Facebook: [@tomthomsonartgallery](https://www.facebook.com/tomthomsonartgallery)

Twitter: [@theTomThomson](https://twitter.com/theTomThomson)

Instagram: [@tomthomsonartgallery](https://www.instagram.com/tomthomsonartgallery)

Youtube: [TomThomsonArtGallery](https://www.youtube.com/TomThomsonArtGallery)

Hashtags: #betwixtandbetween #AlternativeTomFacts #TheHuntIsOn

To RSVP, please contact:

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