



CBCtelevision

**NEWS RELEASE**

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**TUNE INTO CBC TELEVISION'S *TEST THE NATION: IQ* AND SEE  
YOUR LOCAL MAYOR IN ACTION**

*Parkland County Mayor Phyllis Kobasiuk teams up with mayors from across the country for  
the nation's largest interactive IQ test*

Albert Einstein's IQ score is said to be 160, so how will Mayor Phyllis Kobasiuk measure up? Parkland County's Mayor Kobasiuk will team up with mayors participating from various regions across the country on Sunday, March 18, live at 8 p.m., on CBC Television's **TEST THE NATION: IQ** to claim the prize for the highest IQ score in Canada.

This two-hour special event will pit the mayors against five other teams—surgeons, radio DJs, fitness instructors, tattoo artists and millionaires. They will battle each other and a panel of celebrities to see who's the smartest of all. The IQ of each group will be averaged at the end of the broadcast and the winning team will be awarded the **TEST THE NATION: IQ** trophy.

Melissa Blake, Fort McMurray, Alta.  
Phyllis Kobasiuk, Parkland County, Alta.  
Morris Flewwelling, Red Deer, Alta.  
Karina Pillay-Kinnee, Slave Lake, Alta.  
H. Peter Fassbender, Langley, B.C.  
Gerald (Jake) Kimberley, Penticton, B.C.  
John Fraser, Tofino, B.C.  
Judy Forster, White Rock, B.C.  
Alex Paul, Dauphin, Man.  
John McKay, Miramichi, N.B.  
Leo Abbass, Happy Valley Goose Bay, Nfld.  
Graham Letto, Labrador, Nfld.  
Ralph Wiseman, Paradise, Nfld.  
Carroll Publicover, Bridgewater, N.S.  
Anna Allen, Windsor, N.S.  
Susan Pryke, Muskoka Lakes, Ont.

Steve Parish, Ajax, Ont.  
Anne Krassilowsky, Dryden, Ont.  
Fred Eisenberger, Hamilton, Ont.  
Victor A. Fedeli, North Bay, Ont.  
Marilyn Pearce, Scugog, Ont.  
Dan Mathieson, Stratford, Ont.  
David Miller, Toronto, Ont.  
Kevin Jenkins, Stratford, P.E.I.  
Basil Stewart, Summerside, P.E.I.  
Donald Bubar, Chibougamau, Que.  
Dale McBain, Moose Jaw, Sask.  
Sandy Larson, Swift Current, Sask.  
Bev Buckway, Whitehorse, Yukon  
Elisapee Sheutiapik, Iqaluit, NV  
Gordon Van Tighem, Yellowknife, NWT

**TEST THE NATION: IQ** is hosted by CBC's Wendy Mesley and Brent Bambury. It's already been a hit in more than 40 countries, challenging preconceptions about intelligence. Are brunettes really smarter than blondes? Are left-handed people brighter than right-handed people? Can vegetarians beat meat-eaters? Results from around the world have been surprising and always hotly debated. In Australia, shorter people scored lower than their taller counterparts, and in every other **TEST THE NATION: IQ**, men have scored higher than women. Will Canadians buck the trend?

The IQ test was developed for CBC Television and standardized by a team of psychologists at Trent University, led by Dr. James Parker. The players and viewers at home will have a set

amount of time to answer 60 questions in five sections—language, memory, logic, math and perception.

As the IQ test measures natural intelligence, there is no point in staying up and cramming the night before. Dr. James Parker suggests having a good night's sleep and eating breakfast before taking the test, as feeling confident and motivated will likely contribute to a higher score.

### **Interesting IQ Tips:**

- Regularly playing puzzle games has shown to increase one's IQ, according to a study.
- Staying in school makes you smarter. Researchers have found that each year of schooling equates to 3.5 IQ points.
- Caffeine can improve your IQ score. It doesn't make you smarter, but it makes you more alert and increases short-term memory.

Viewers can play along by logging onto <http://www.cbc.ca/testthenation/> or with pen and paper as well as with an official scorecard provided in the March 17 National Post and available for download on the website, or they can sit back and watch with family and friends and cheer for Mayor Kobasiuk from home.

**TEST THE NATION: IQ** is a CBC television production. The executive producer is Jim Williamson.

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Support photography is available at [www.cbc.ca/imagegallery](http://www.cbc.ca/imagegallery)

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