

ESCAPE THE EXPERIMENT

THE GAME



INTRODUCTION:

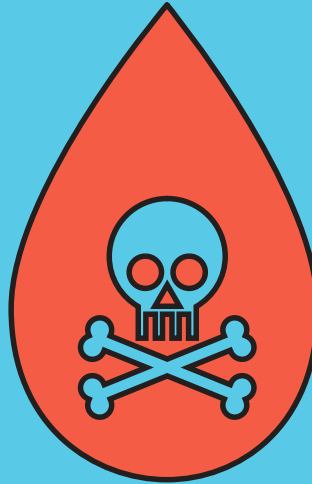
You receive a frantic voicemail from your cousin, Dr. Ada Mizer, asking you to meet them at their top secret chemistry lab on the other side of town. They say they have made an important discovery in their research and want it to be shared. You and your friends rush across town to the lab.

Upon your arrival you discover that your cousin is missing and their office has been ransacked! All you can find are 4 copies of their laboratory notebooks scattered around the room. Maybe these lab books will give you clues about your cousin's important research discovery and lead you to their whereabouts?



CHEM LAB

NICOTINE



IS POISON



CHALLENGE #1: THE CHEM LAB

You see a door leading to the chemistry lab. Entering the dimly lit room you feel the shards of glass from broken beakers crunching beneath your feet. Looking past the bright liquids splashed across the room, you notice a list of jumbled words on your cousin's whiteboard.

Unscrambling the words may provide clues about the important discovery.



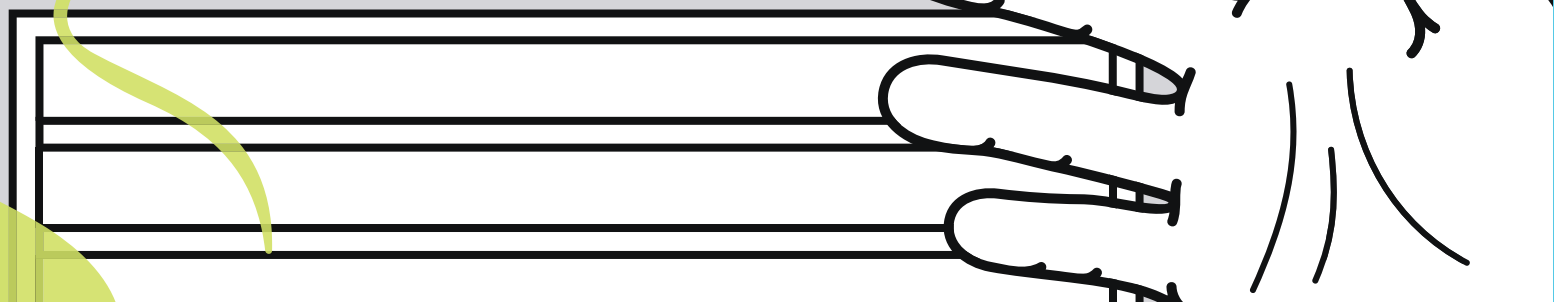
PALEP
KIEOCO
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AFTER SOLVING THE CLUE, YOU MOVE FORWARD...

Unscrambling the words reveals a frightening message that worries you. The urgency to find your cousin increases. You run to the closest exit only to find that it is locked. Maybe your cousin's lab books will contain clues to help you turn the whiteboard message into the number passcode to unlock the door?

ENTER CODE:

— — — — —



BIO LAB

USER



BEWARE



CHALLENGE #2: THE BIO LAB

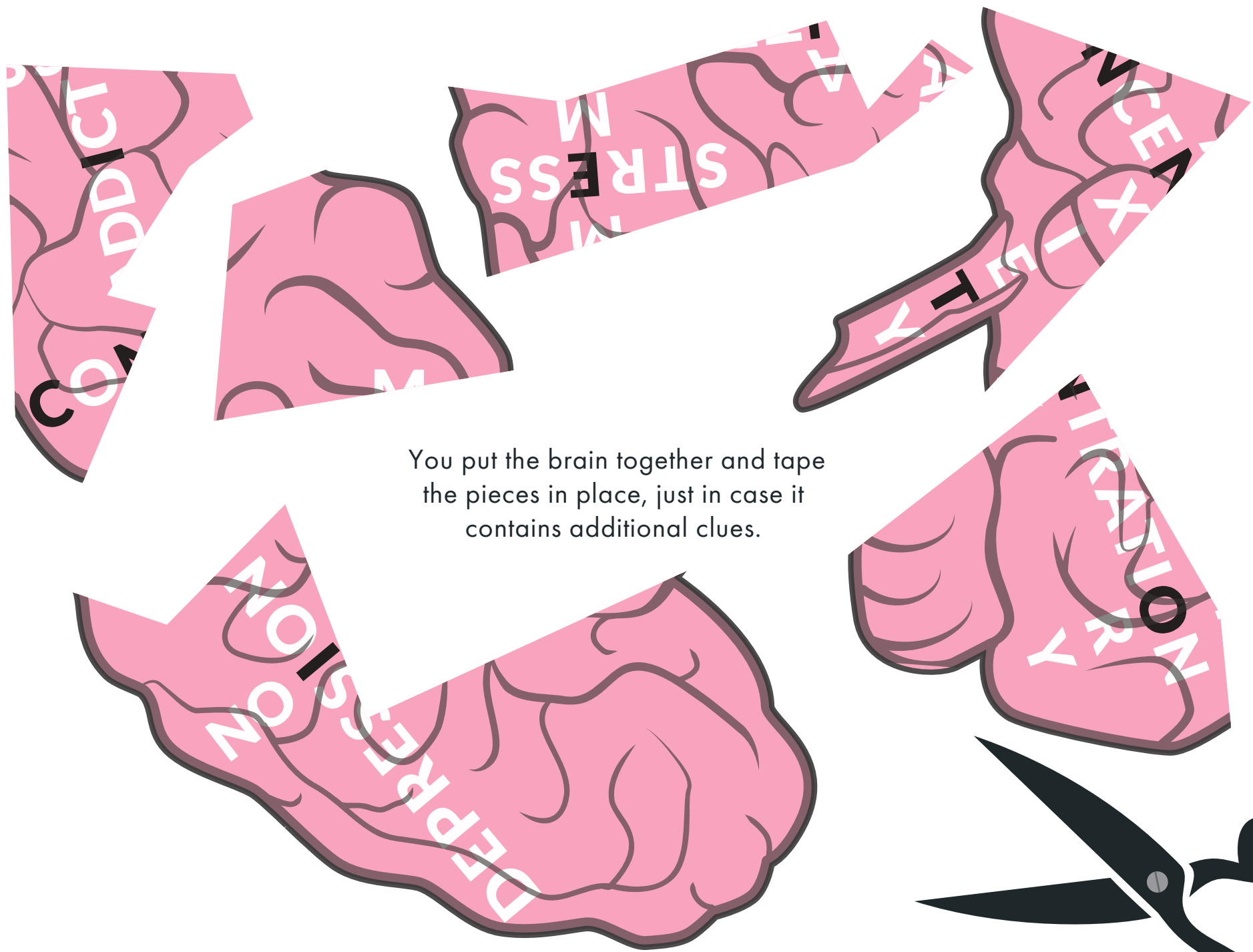
You enter the code and the door unlocks leading you into a strange and eerie biology lab. You are disturbed by the rows of jars containing body parts floating in formaldehyde.

In the middle of the room, to your horror, you find pieces of a human brain laying on a table. You take a closer look and realize that the pieces are actually holographic images that can be moved around to fit together.

Perhaps putting the pieces together will help you find your cousin?

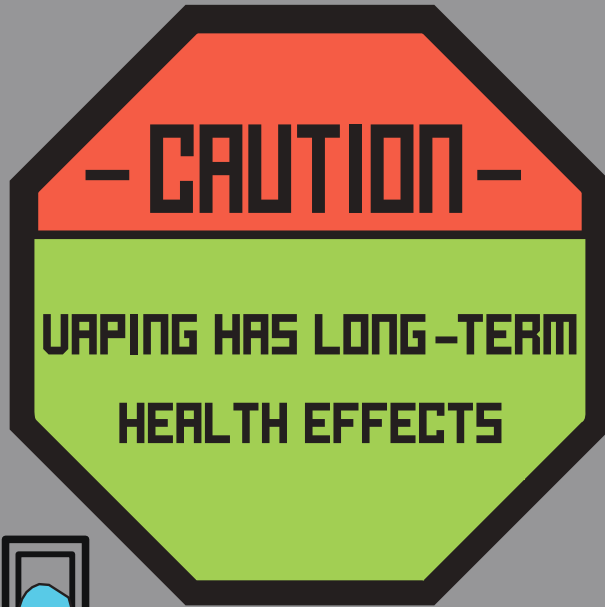


YOU LOOK DOWN AT THE PIECES ON THE TABLE...

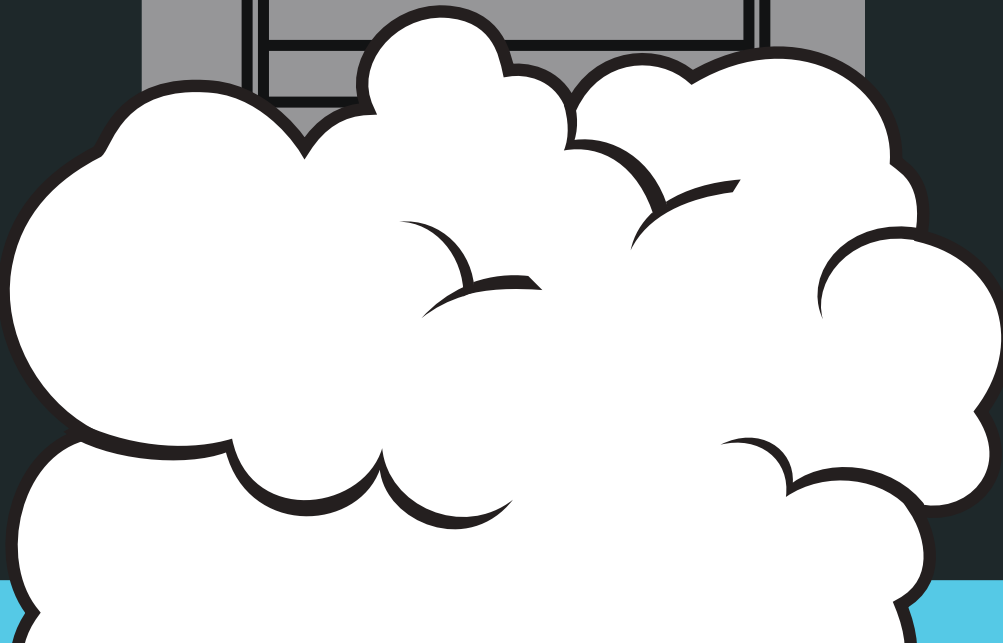


You put the brain together and tape the pieces in place, just in case it contains additional clues.

COMPUTER LAB



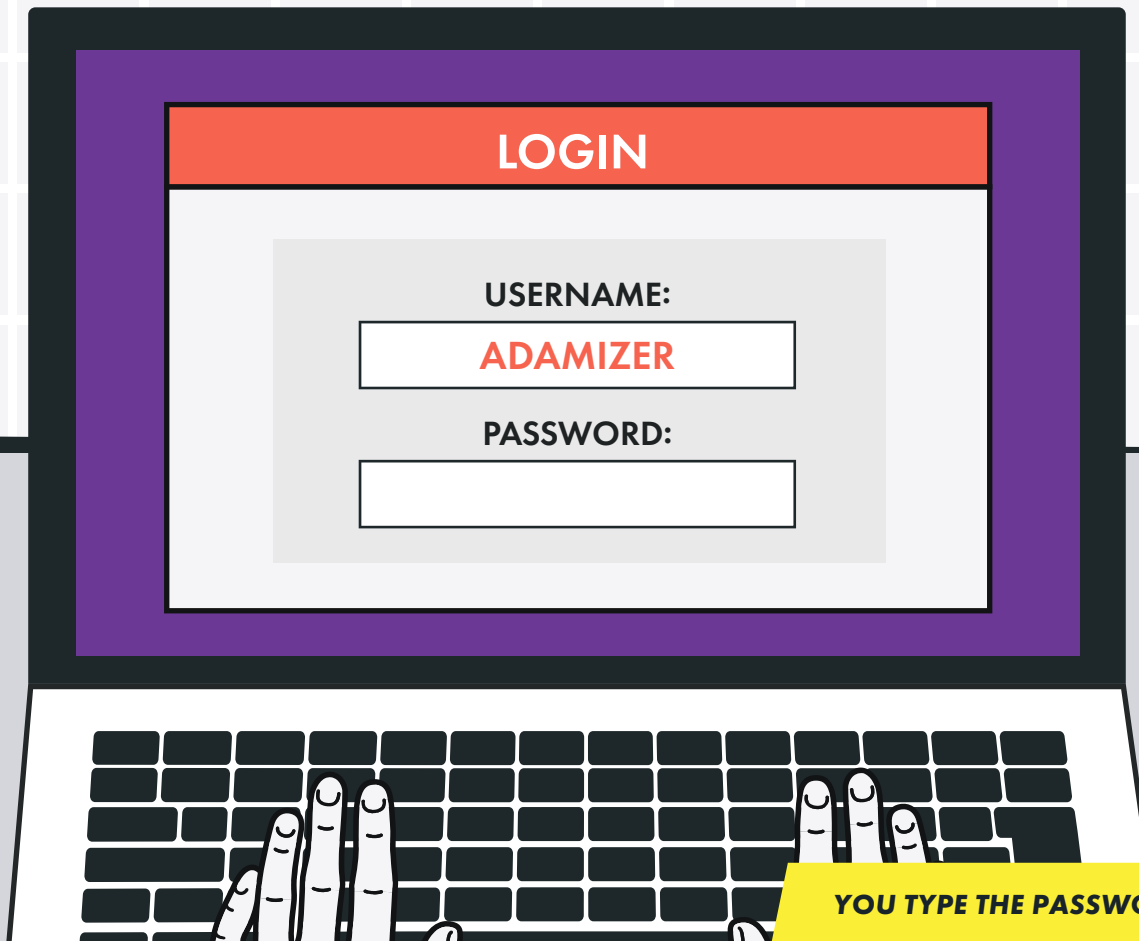
NotAnExperiment.ca



CHALLENGE #3 A: THE COMPUTER LAB

Finding no other clues in the biology lab, you exit through a door that leads you into a high-tech computer lab. You recognize your cousin's laptop sitting on a table. You try to unlock the computer but you realize it is password protected. A password prompt flashes up on the screen: What is the addictive drug in e-liquid?

Perhaps the holographic brain from the biology lab contains the password to help you gain access to your cousin's computer?

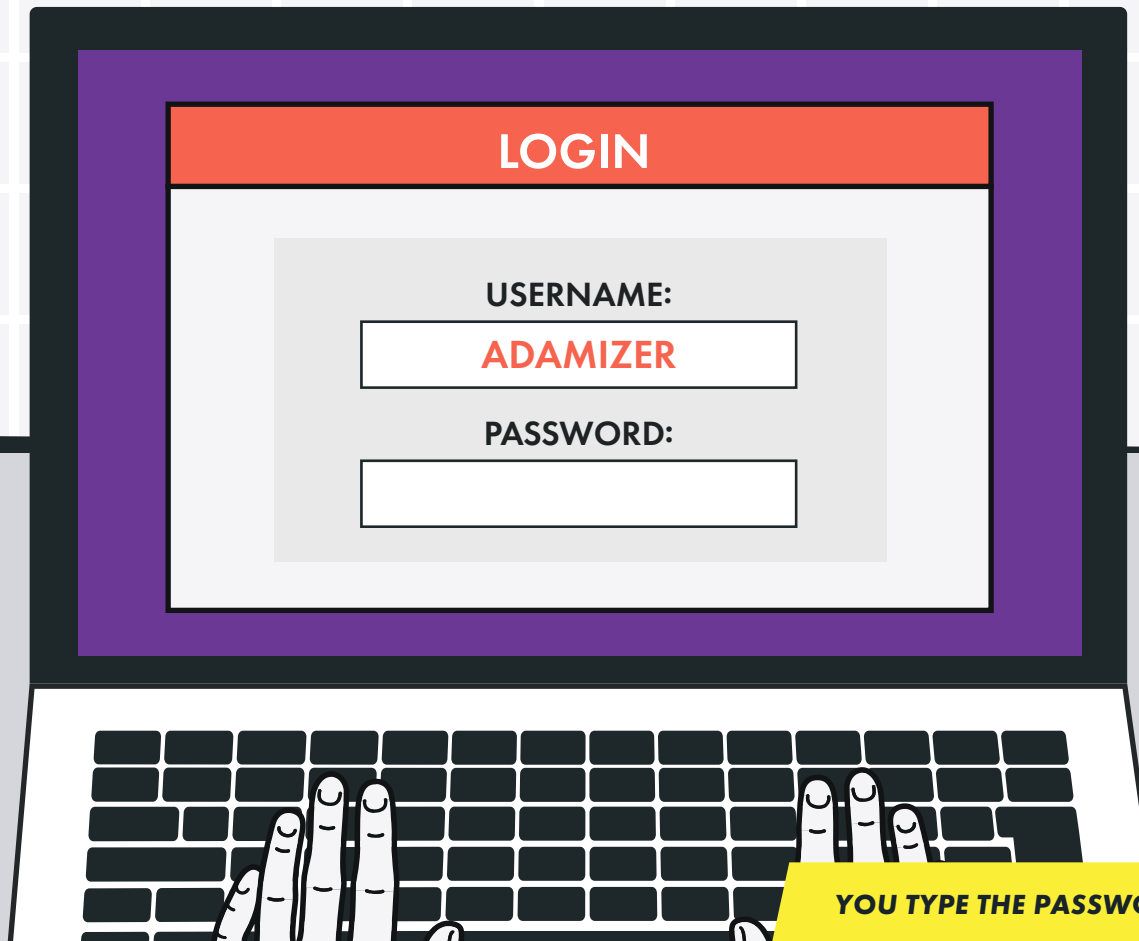


CHALLENGE #3 B: THE COMPUTER LAB

You feel your phone buzz in your pocket. You look at it and see a new message from your cousin.
"Beware! Nicotine plays tricks on your brain!"

A second password prompt begins flashing on the computer screen: Nicotine can change the teenage brain affecting memory and concentration. Vaping makes **feelings** of **__ R __**, anxiety, and depression worse.

Maybe the holographic brain contains another clue?



YOU TYPE THE PASSWORD & UNLOCK THE SCREEN.

CHALLENGE #4: CODE BREAKER

Once you type in the correct password the computer screen opens to some shocking emails:

EMAIL #1

From: The Industry

Sent: January 2025

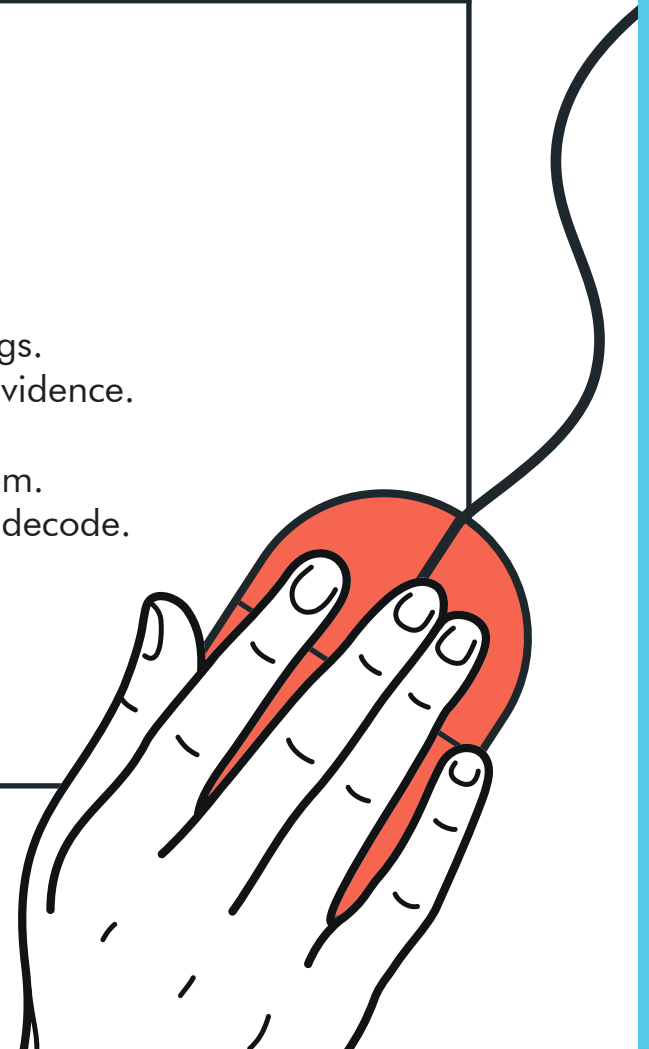
Subject: RE: Recent Discoveries – URGENT!

Dear Dr. Ada Mizer,

We received your research results and are unhappy with the findings.
We demand that you stop all testing right away and destroy your evidence.
If you don't, you will leave us with no choice but to take action.
We care about our profits and will do what's needed to protect them.
We have encrypted your research results so they are impossible to decode.

Underhandedly Yours,

The Industry



EMAIL #2

From: Dr. Ada Mizer
Sent: January 2023
To: The Industry
Subject: RE: Recent Discoveries – URGENT!

Dear Industry,

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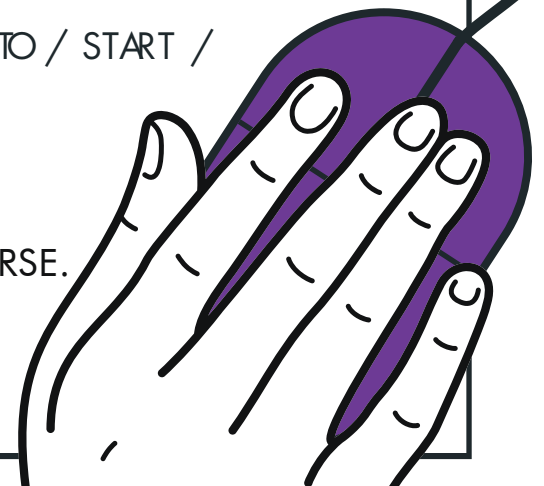
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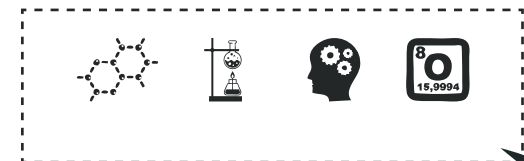
Disappointedly Yours,
Dr. Ada Mizer



YOU AND YOUR FRIENDS MUST DECODE THE EMAIL.

MATCH THE SYMBOLS TO THE KEYS...

You must decode your cousin's research results using only the computer key board and the lab books. Cut each strip of symbols and match them to the keyboard keys. HINT: Check the lab books for clues.



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AND / 🧪🧠🧠🧠🧠🧠🧠🧠🧠 / WORSE.



THE DISTURBING RESEARCH FINDINGS MOVE YOU TO **TAKE ACTION**

You forward the emails to everyone you know including the local news media.
With the information now public, you receive a text from your cousin:



Thank you so much for sharing my research findings with the world and spreading the word that vaping has long-term health effects. The industry doesn't want young people to know they are marketing candy and fruit flavoured e-liquid to lure them into trying their products.

They also don't want you to know that nicotine is highly addictive and can change the teenage brain or that vaping makes feelings of stress, anxiety, and depression worse. Did you know vaping actually increases the chance that you will start smoking cigarettes? The industry does!!

Thank you so much for your help and please keep sharing these messages to everyone who will listen!

PS. Don't worry about me... I had to escape the lab and hide out for a bit so I decided it was the perfect time to take a much needed vacation! 🤖

LAB BOOK A
PROPERTY OF DR. MIZER

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7th



CONCENTRATION

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= B

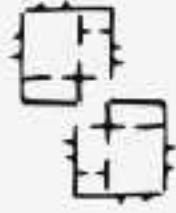
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LAB BOOK B
PROPERTY OF DR. MIZER

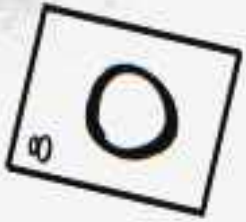
ADDICTION



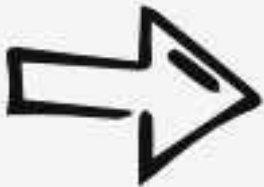
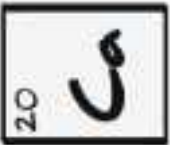
POISON



LAB BOOK C
PROPERTY OF DR. MIZER



MEMORY



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