

Earth Science for Society (ESfS) – March 2020 Update!

March 15-17, 2020

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Program Delivery

21 school groups and 13 youth groups have registered for guided visits to ESfS 2020. 14 different schools and 3 home schools are bringing 1416 students and 191 chaperones. Buses have been booked and all visits confirmed with the schools. 13 youth groups are bringing 236 young people and 35 leaders, mostly on Monday evening. All visits have been confirmed with the youth group leaders.

The event runs March 15-17, 2020 at Stampede Park in Calgary.

Sponsorship

The sponsorship team has raised nearly \$80,000 for ESfS 2020. But with some expenses still not covered, and an expected shortfall in our budget, the team has been busy looking to find additional support. Although the opportunity for sponsors to be recognized in printed materials has passed, we can still provide recognition on the ESfS website and on social media. Details of the remaining sponsorship opportunities can be found on the ESfS website at esfscanada.com/sponsors.

Parex Resources is sponsoring the schools on both Monday and Tuesday for \$10,000. The CSPG Foundation has donated \$10,000 for the **Energy for Us** Pavilion. Canadian Natural is sponsoring the **Resources and You** Pavilion for \$10,000. CSEG Foundation is sponsoring the **One Dynamic Earth** Pavilion and providing in-kind support for a total of \$15,000. An anonymous CSEG Foundation donor is providing \$2,000 for non-profit travel grants and an additional \$5,000 for the Geo-Theatre. The Canadian Geological Foundation is providing funding in the amount of \$5,000 for Scavenger Hunt booklets. Chevron is sponsoring for \$2,250 and supplying 3,000 pens for a total amount of \$4,750. Tourmaline Oil Corp. is sponsoring the ESfS Fossil Station on Sunday and Monday and providing in-kind storage for the Yukon Dan station for a total of \$2,500. Cenovus is sponsoring the volunteer and exhibitor lounge for \$2,500. Thrust Belt Imaging is sponsoring the volunteer breakfasts for \$1,600. Brian and Elaine Russell are sponsoring Monday volunteer lunch for \$1,500. GLJ Petroleum Consultants is sponsoring the Sunday volunteer lunch for \$1,200, Inter Pipeline Ltd. is sponsoring the Canadian Geographic Floor Map for \$1,200. Steelhead Petroleum is sponsoring the Geoscience Activity Tables for \$1,200. Pulse Seismic Inc. is sponsoring the water stations again for \$1,200. W. Brett Wilson and the Canadian Rockies Earth Science Resource Centre are each contributing \$1,000. As a paying exhibitor, Canada Action is recognized for their \$650 contribution. Earth Signal Processing, Hilary Schumacher, and Helen Isaac have each donated \$500. An anonymous CSEG Foundation donor is providing \$250. SeisWare is donating \$200.

Door prizes have been provided by AirTerra Inc., Canada Action, Calgary Zoo, Journey 2050, Burgess Shale Geoscience Foundation, Alberta Palaeontological Society, Canmore Cave Tours, Frank Slide Interpretive Centre, Ocean Networks Canada, Canadian Rockies Earth Science Resource Centre, Bolder Climbing Community, Yamnuska Wolf Dog Sanctuary, Calgary Tower, Calgary Flames, Royal Ontario

Museum, Caring For Our Watersheds, Silver Cove, National Music Centre | Studio Bell, Peter's Drive In, Map Town, The Big Box, Bow Habitat Station, Calaway Park, Calgary Hitmen, and Calgary Roughnecks.

Educator Resources have been provided by AirTerra Inc., Calgary Zoo, Engineers & Geoscientists BC, Inside Education, Mining Matters, PetroLMI, Evict Radon, CSEG Foundation Outreach, Ocean Networks Canada, Canadian Rockies Earth Science Resource Centre, Caring For Our Watersheds, Perimeter Institute, Society of Petroleum Engineers Calgary Section, and Canadian Space Agency/ Agence spatiale Canadienne.

Thank you very much to all donors!

Exhibits

The Exhibits committee has been hard at work this fall and is excited about our exhibitor line-up, with many returning favourites as well as new exhibitors! To date we have confirmed a total of 37 exhibitors!

The confirmed exhibitors include:

AirTerra Inc., Alberta Paleontological Society (Mar 15 only), Burgess Shale Geoscience Foundation, Calgary Rock and Lapidary Club, Calgary Zoo, Canada Action, Canadian Association of Geophysical Contractors, Canadian Natural, Canadian Nuclear Society, Canadian Rockies Earth Science Resource Centre (CRESCRC), Canadian Society of Exploration Geophysicists, Canadian Space Agency/Agence spatiale Canadienne, Canmore Museum and Geoscience Centre, CREWES – University of Calgary, CSPG Foundation, Department of Geoscience U of C, Earth Science Stories, *Energy Production & Transmission* Canadian Geographic Giant Floor Map, ESfS Trilobite Fossil Station, Evict Radon, Frank Slide Interpretive Centre, Geoscience Activity Tables, Inside Education (Mar 16-17 only), Journey 2050, Lafarge Canada Inc., Let's Talk Science, Mining Matters, Natural Resources Canada – Geological Survey of Canada, Ocean Networks Canada, Parks Canada Agency, PetroLMI, Roots 2 STEM, Rothney Astrophysical Observatory, Royal Astronomical Society of Canada, Society of Petroleum Engineers Calgary Section, Women in Science and Engineering (WISE), Yukon Dan Gold Panning.

The Exhibitor Kit is now available on the website! You will find information about the event as well as the floorplan. For all our exhibitors, please review this kit and let your ESfS Exhibits contact know if you have any questions and don't forget about the on-site exhibitor briefing Sunday March 15th at 10:45am. We look forward to seeing everyone at the exhibition as we have another full floor with lots of exciting exhibitors presenting a wide range of fascinating Earth Science topics.

Marketing

The Marketing committee is working hard to raise awareness of the ESfS event in March 2020. We are placing ads in multiple community newsletters around the city and on monitors on the University of Calgary and SAIT campus.

Our current Social Media numbers are: Facebook – 296 Likes & 315 Followers, Twitter – 784 Followers, and LinkedIn – 1696 Connections, 1721 Followers, & 102 Members.

Speakers

We are excited to welcome notable presentations to ESfS 2020. Talks will take place on Sunday March 15, 2020. View Geo-Theatre and Speaker information on the esfscanada.com/event/geo-theatre page.

Date: Sunday March 15, 2020

Topic: **Rocks, Ridges, and Rivers: Geological Wonders of Banff, Yoho, and Jasper National Parks**

Time: 1 pm & 3 pm

Speaker: Dale Leckie

Topic: **Search for Life in Space**

Time: 2 pm

Speaker: Dean White

Venue & Logistics

The Venue Committee is working with the Calgary Stampede and GES to coordinate logistics for the ESfS 2020 event which will occur in the Big Four Building, Stampede Park, Calgary, Alberta. The floorplan is drawn up and the event plan is being updated with final times and numbers.

Volunteers

Volunteer registration is now open! For more information visit the ESfS website esfscanada.com/volunteers/.

Contact us at esfsvolunteers@gmail.com if you wish to register a group of volunteers from your organization.

ESfS in Motion

ESfS in Motion has registered to participate in the Calgary Youth Science Fair (CYSF) as a part of their "Science Lab" section which is expected to reach 500-800 students. We plan to bring the Trilobite and Our Changing World stations and will need a few more volunteers who will be provided with lunch and free parking. The fair runs on April 17th and 18th. More details to come.

ESfS in Motion is planning on participating in Science Odyssey which runs May 2 -17, 2020. Due to budget constraints, it is unlikely we will be able to attend events this year at the Canmore Museum and Geoscience Centre in Canmore. We are considering staying within Calgary this year and partnering with Calgary Public Library for one or two public events, as we also do for Science Literacy Week in September.

The Earth Science for Society Committee

Inspiring the next generation with Earth Science.

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