

Earth Science for Society (ESfS) – August 2022 Update

Three months to go!

November 27-29, 2022 at MacEwan Hall at the University of Calgary, Alberta

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Program Delivery

We are planning to host 2,000 visitors, including 1,200 grade school students and their teachers in 2 sessions per day, and 800 Youth Group and public attendees. Because we are in a smaller venue this year, there will only be one time slot for schools each morning and afternoon (Monday and Tuesday).

School and youth group registration opens August 29, 2022. Watch for the link to go live on our ESfS website here: esfscanada.com/school-groups/

Sponsorship

The sponsorship team has raised nearly \$69,000 for ESfS 2022. But with some expenses still not covered and an expected shortfall in our budget, the team has been busy looking to find additional support. Details of the remaining sponsorship opportunities can be found on the ESfS website at esfscanada.com/sponsors.

Thank you to the following sponsors who carried forward their funding from our cancelled 2020 event to this year. Canadian Natural is sponsoring the **Resources and You** Pavilion. Chevron is a general sponsor and supplying 3,000 pens. Thrust Belt Imaging is sponsoring volunteer breakfasts on Monday and Tuesday. Brian and Elaine Russell are sponsoring Monday volunteer lunch. The Canadian Rockies Earth Science Resource Centre and Earth Signal Processing are general sponsors.

For new funding, we are pleased to announce that we have been awarded a Government of Alberta Community Initiatives Program Project-Based Grant in the amount of \$10,834. Parex Resources is sponsoring the schools on both Monday and Tuesday for \$10,000. A major \$10,000 donation has just come in, details pending. CSEG Foundation is providing funding and in-kind support for a total of \$7,000+. The Canadian Geological Foundation is providing funding from the Jérôme H. Remick III Endowment Trust Fund in the amount of \$5,000 for Scavenger Hunt booklets. Birchcliff is a general sponsor at \$3,500. Tourmaline is sponsoring the ESfS Fossil Station and providing in-kind storage for the Yukon Dan station for a total of \$2,700. APEGA is the Monday Geo-Theatre sponsor for \$2,500. An anonymous CSEG Foundation donor is providing \$2,000 for non-profit travel grants. Inter Pipeline is sponsoring the Canadian Geographic Floor Map for \$1,200. Pulse Seismic is sponsoring the water stations for \$1,200. Imperial Oil has provided \$1,000 for travel grants. As paying exhibitors, Calgary Stampede - Journey 2050, E3 Lithium, and E3 Project - Earthquake Early Warning Systems Education are recognized for their \$650 contribution. Three anonymous donors have contributed a total of \$750.

Educator resources will be provided by Calgary Stampede - Journey 2050, APEGA, E3 Project - Earthquake Early Warning Systems Education, and Ten Peaks.

Door prizes will be provided by Calgary Stampede - Journey 2050, APEGA, E3 Project - Earthquake Early Warning Systems Education, Canmore Cave Tours, and Heritage Park.

Thank you very much to all donors!

Exhibits

The Exhibits committee has been hard at work and is excited about our diverse exhibitor line-up, with many returning favourites as well as new exhibitors! We have moved to a smaller venue and expect to accommodate about 20 exhibits.

To date we have confirmed a total of 16 exhibits:

Alberta Palaeontological Society, APEGA, Calgary Rock and Lapidary Club, Canadian Natural, Canadian Nuclear Society, Department of Geoscience at the University of Calgary, E3 Lithium, E3 Project – Earthquake Early Warning Systems Education, Canadian Geographic Giant Floor Map, ESfS Trilobite Fossil Station, Geoscience Activity Tables, Inside Education (Nov 28-29 only), Journey 2050, Natural Resources Canada – Geological Survey of Canada (Calgary), Ocean Networks Canada, and Ten Peaks. Three applications are currently pending. Exhibitor Registration will remain open only as long as space permits. Only a few spaces remain!

Venue & Logistics

The Venue Committee is working with the MacEwan Conference & Event Centre and GES to coordinate logistics for the ESfS 2022 event which will be held in MacEwan Hall at the University of Calgary, Alberta. We'll add the floorplan to the Exhibits webpage once it's finalized.

Marketing

The Marketing committee is working hard to raise awareness of the ESfS event in November 2022 primarily through social media. We will be using the #ESfS2022 hashtag. Links for our [social media account information is included at the top of page 1](#) of this newsletter. We'd love for you to Like / Follow us!

Help advertise this event by distributing our poster. Download here: [ESfS 2022 Poster](#)

Social Media (LinkedIn/Twitter/Facebook): 3,296 followers

Speakers

We are excited to welcome notable presentations to ESfS 2022. Talks will take place on Sunday November 27, 2022. View Geo-Theatre and Speaker information on the esfscanada.com/event/geo-theatre page.

Date: Sunday November 27, 2022

Topic: The Geology of Alberta's Most Scenic Landscapes – erratics, impacts, and algae
Time: 1 pm & 3 pm
Speaker: Dr. Dale Leckie
Author and Adjunct Professor, Department of Geoscience, University of Calgary

Topic: The Age of Dinosaurs: Life in Cretaceous Alberta
Time: 2 pm
Speaker: Cory (C.W.) Gross
Science, History, and Art Educator, Consultant, and Educational Tour Guide

Volunteers

Volunteer registration will open September 2022. Stay tuned for more information on 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 will be participating as a partner in APEGA's Rock and Fossil Clinic with in-person geoscience activities the afternoon of Saturday October 1, 2022. ESfS in Motion's travelling exhibits showcase four fun and interactive stations: the Explore Space Station, the Trilobite Fossil Station, the Rock Cycle Station and the Our Changing World Station. Visitors investigate space travel and our solar system at the Explore Space Station. The Trilobite Fossil Station allows participants to touch, identify and classify trilobite fossils. The Rock Cycle Station has sedimentary, igneous and metamorphic rocks and mineral samples to examine. The Our Changing World Station has activities related to plate tectonics and seismic methods.

Mark your calendars to visit us at Central Library, Calgary Public Library (CPL), 800 3 St SE (downtown) between 1 and 5 pm. Click here for details: esfscanada.com/event/esfs-in-motion/

The Earth Science for Society Committee

Inspiring the next generation with Earth Science.

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