

Earth Science for Society (ESfS) – October 2022 Update!

One month to go!

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

esfscanada.com

Facebook: [/esfscanada](https://facebook.com/esfscanada)

LinkedIn: [/in/esfscanada](https://in/esfscanada)

Twitter: [/esfs_canada](https://twitter.com/esfs_canada)

Program Delivery

As of October 14, 10 school groups and 22 youth groups have registered. 70 teachers from 10 schools are bringing 798 students, of whom 75% are grade 7 and the rest are grades 2, 3 and 4. 73 leaders of 14 Girl Guide, 3 Brownie/Spark and 5 Pathfinder/Ranger groups are bringing 409 girls; 45% of them on Monday evening and the rest on Sunday afternoon, when they will also attend the talks in the Geo-Theatre.

Space for schools on Monday and Tuesday is over 70% full and space for youth groups on Monday evening is 72% full. Most of the available school space is on Tuesday morning.

If your school or youth group would like to attend, please register by clicking the link on our ESfS website here: esfscanada.com/school-groups/

Buses have been reserved for Calgary schools attending on Monday and Tuesday.

Sponsorship

The sponsorship team has worked hard and raised almost \$91,000 for ESfS 2022. 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. An anonymous CSEG Foundation donor is providing \$10,000 for the **Our Future!** Pavilion. The CSPG Foundation is donating \$10,000 for the **Energy for Us** Pavilion. 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. The Canadian Association of Energy Contractors is sponsoring lanyards at \$5,000. 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. Scotia Wealth Management donated

\$2,000 for general sponsorship. Inter Pipeline is sponsoring the Canadian Geographic Floor Map for \$1,200. Pulse Seismic is sponsoring the water stations for \$1,200. McDaniel is sponsoring the Geoscience Activity Tables for \$1,200. Imperial Oil has provided \$1,000 for travel grants. Cenovus Energy is sponsoring one Exhibitor breakfast for \$1,000. Earth Signal has committed to an additional \$385 for a total of \$750 in sponsorship.

As paying exhibitors, Calgary Stampede - Journey 2050, E3 Lithium, E3 Project - Earthquake Early Warning Systems Education, and Evict Radon are recognized for their \$650 contribution. Statcom Seismic Processing is providing \$250 in general sponsorship. 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, Inside Education, Ocean Networks Canada, Ten Peaks, Geoscientists Canada, Canadian Rockies Earth Science Resource Centre, RASC Calgary, Evict Radon, University of Calgary Biogeoscience Institute, Natural Resources Canada - Geological Survey of Canada (Calgary), Canadian Society of Exploration Geophysicists, Canadian Society of Petroleum Geologists, and Drumheller Rocks GeoTours.

Door prizes will be provided by Calgary Stampede - Journey 2050, APEGA, E3 Project - Earthquake Early Warning Systems Education, Canmore Cave Tours, Heritage Park, Map Town, Calaway Park, Alberta Palaeontological Society, Mining Matters, Bow Habitat Station, Canadian Rockies Earth Science Resource Centre, RASC Calgary, Evict Radon, Renu Sahota, Drumheller Rocks GeoTours, E3 Lithium, and Sigma Explorations.

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 are now FULL!

We managed to squeeze a few extra exhibitors and have confirmed a total of 26 exhibits:

Alberta Palaeontological Society, APEGA, Biogeoscience Institute, University of Calgary, Calgary Rock and Lapidary Club, Canada from Space Canadian Geographic Giant Floor Map, Canadian Association of Geophysical Contractors, Canadian Natural, Canadian Nuclear Society, Canadian Rockies Earth Science Resource Centre, Canadian Society of Exploration Geophysicists, Canadian Society of Petroleum Geologists, Department of Geoscience, University of Calgary, Drumheller Rocks GeoTours, E3 Lithium, E3 Project – Earthquake Early Warning Education, ESfS Trilobite Fossil Station, The Evict Radon National Study and Radon West, Geoscience Activity Tables, Inside Education (Nov 28-29 only), Journey 2050, Mining Matters, Natural Resources Canada – Geological Survey of Canada (Calgary), Ocean Networks Canada, Royal Astronomical Society of Canada – Calgary Centre, Ten Peaks, Women in Science and Engineering UCalgary.

Dates to remember:

- Exhibitor Kit available: October 18, 2022
- Last day for inclusion in ESfS printed materials: October 18, 2022

Watch for updates on the esfscanada.com/exhibit/ page.

Thank you to all exhibitors for filling out their Exhibitor Requirements form by end of day October 3rd. We are now able to finalize our on-site orders and to prepare the Scavenger Hunt booklet for printing.

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!

An invitation to attend has been extended to Mayor Jyoti Gondek.

Media requests to Global News and CTV are being sent out ~4 weeks from event.

Invites to the President of the University of Calgary, Dean of Science, and Geology Department are being sent out ~4 weeks before the event. The ESfS 2022 poster will be emailed to Geoscience Department to include in their newsletter.

Partner organizations such as APEGA and the CSEG are helping us promote the event and call for volunteers through announcements, newsletters, and on their website.

Watch for our postings on some free forums for local event listings here (can be found if you google Earth Science for Society 2022).

Published:

Eventbrite
ToDoCanada
Visit Calgary
Global News Calgary events
Family Fun Canada
Calgary's Child

Posted Oct 01 for 30 days, will repost Nov 01:

Airdrie Echo events
Calgary Herald events

To be posted after review:

YYC whats on

Social Media (LinkedIn/Twitter/Facebook): 3301 followers
ESfS Exhibitor and Sponsor posts on social media.

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

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. We will be posting a Speaker Summary soon.

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

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.

The team had their second walk-through the venue on October 5, 2022 with our on-site MacEwan representative and tweaked details. The floor plan is close to finalized and will be added to the Exhibits webpage once it's ready.

Volunteers

Volunteer registration opened September 1, 2022. Visit the ESfS website for more information or to sign up: esfscanada.com/volunteers/.

As of October 12, 2022 we have 42 volunteers signed up filling 108 shifts. We are looking for additional volunteers to fill the remaining 50 shifts.

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

ESfS in Motion

ESfS in Motion participated as a partner in APEGA's Rock and Fossil Clinic with in-person geoscience activities at the downtown Central Library, Calgary Public Library the afternoon of Saturday October 1, 2022. 368 visitors explored ESfS in Motion's travelling exhibits: four fun and interactive stations: the Explore Space Station, the Trilobite Fossil Station, the Rock Cycle Station and the Our Changing World Station as well as the Geoscience Activity Table. It was also a great opportunity to let people know about our event in November.

The Earth Science for Society Committee

Inspiring the next generation with Earth Science.

esfscanada.com