

Earth Science for Society (ESfs) 2024 – November 2023 Newsletter

3-day geoscience outreach exhibition from March 17-19, 2024
at MacEwan Hall at the University of Calgary, Alberta

esfscanada.com

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Program Delivery

School and youth group registration opened on October 1, 2023. We have 9 school groups signed up to bring 928 students and 84 teachers/chaperones and two schools on the waiting list to bring 300 students and 25 teachers/chaperones. We are already 95% full for school registration, which attests to the value of the ESfs program!

There are 7 youth groups signed up to bring 151 girls with 20 leaders; 4 groups on Sunday afternoon and 3 on Monday evening.

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/

Sponsorship

The sponsorship team is working hard and has confirmed \$29,200 in funding so far for ESfs 2024. They are busy sending out requests and are looking for additional support. Details of the remaining sponsorship opportunities can be found on the ESfs website at esfscanada.com/sponsors.

Canadian Natural Resources Limited is sponsoring the **Resources and You** Pavilion for \$10,000. The Canadian Geological Foundation is providing funding from the Jérôme H. Remick III Endowment Trust Fund up to the amount of \$5,000 for Scavenger Hunt booklets. Tourmaline Oil Corp. is sponsoring the Trilobite Fossil Station and providing two years of in-kind storage for the Yukon Dan station for a total of \$4,200. APEGA has contributed \$2,500. E3 Lithium is sponsoring the Geo-Theatre on Sunday for \$2,500. Birchcliff Energy is a general sponsor at \$2,400. McDaniel is sponsoring the Geoscience Activity Tables for \$1,200. Pulse Seismic is sponsoring the water stations at \$1,200. SeisWare is a general sponsor at \$200.

Door prizes will be provided by: Calgary Stampede - Journey 2050 and E3 Lithium.

Thank you very much to all donors! The ESfs event would not be possible without the contributions from our sponsors.

Exhibits

The Exhibits committee has been hard at work this fall, sending out request for support emails to all returning and potential exhibitors! So far we have had a great response, and have at least 6 confirmed exhibitors who are all returning favourites. This includes the ESfS Trilobite Fossil Station, Geoscience Activity Tables, Journey 2050, Women in Science and Engineering from the University of Calgary, Earth@UCalgary, and the Calgary Rock and Lapidary Club! We have received a lot of interest and positive feedback from several other organizations as well and are in the approvals process. We anticipate a busy and full exhibition once again this year, and will continue to accept applications until the floor is filled. Looking forward to seeing everyone in March!

Exhibits dates to remember:

- Exhibitor Requirements form available: January 5, 2024
- Exhibitor Requirements form submission deadline: January 31, 2024
- Exhibitor Kit available: February 13, 2024
- Last day for inclusion in ESfS printed materials: February 13, 2024

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

Non-profit exhibitors such as museums and universities travelling to Calgary to participate in ESfS may apply for Travel Grants. Grants are dependent on funding. The number of grants and amounts awarded will be at the discretion of the ESfS committee. Submission deadline January 15, 2024. Click here to apply: [Travel Grant application form](#) .

Marketing

The Marketing committee is working hard to raise awareness of the ESfS event in March 2024, primarily through social media. We will be using the #ESfS2024 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 2024 Poster](#)

ESfS 2024 bookmarks are available to distribute. If you or your company would like to add some to your Christmas/Holiday swag bags please contact our ESfS Administrator (Alyssa) at esfs@cseg.ca to organize.

Social Media (LinkedIn>X>Facebook): 3,487 followers

Speakers

We are excited to welcome two notable presenters to ESfS 2024. Talks will take place on Sunday March 17, 2024. View Geo-Theatre and Speaker information on the esfscanada.com/event/geo-theatre page.

Date: Sunday March 17, 2024

Topic: Rocky Voices – the stories that rocks can tell you

Time: 12:45 pm & 1:30 pm

Speaker: Dr. Eva Enkelmann

Author and Associate Professor, Department of Earth, Energy and Environment, University of Calgary

Topic: Rex Appeal

Time: 2:15 pm & 3:15 pm

Speaker: Dr. Annie Quinney

Senior Instructor, Department of Earth, Energy and Environment, University of Calgary

Venue & Logistics

The Venue Committee is working with the MacEwan Conference & Event Centre and GES to coordinate logistics for the March ESfS 2024 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.

Volunteers

Volunteer registration opened November 1, 2023. Visit the ESfS website for more information or to sign up: 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'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.

We look forward to presenting these exhibits next year as parts of APEGA Science Olympics, Science Odyssey, and Science Literacy Week in partnership with the Calgary Public Library.

Visit 'Upcoming Events' on our website for more information: esfscanada.com/event/esfs-in-motion/

The Earth Science for Society Committee

Inspiring the next generation with Earth Science.

esfscanada.com