

## Earth Science for Society (ESfS) 2024 – January 2024 Newsletter

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

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The Earth Science for Society 2024 volunteer committee is excited to announce monthly updates in preparation for the 2024 exhibition. There are only two months to wait!

### Program Delivery

School and youth group registration opened on October 1, 2023. We are 100% full for school registration, which attests to the value of the ESfS program!

We have 12 school groups signed up to bring 1010 students and 88 teachers/chaperones.

There are 13 youth groups signed up to bring 238 girls and boys with 34 leaders.

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

### Sponsorship

The sponsorship team is working hard and has confirmed \$74,736 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](https://esfscanada.com/sponsors).

The ESfS committee is pleased to be a recipient of the Community Initiatives Program (CIP) Project-Based Grant from the Government of Alberta in the amount of \$8,736 to support the continuation of geoscience education outreach in the community.

Canadian Natural Resources Limited (CNRL) is sponsoring the **Resources and You** Pavilion for \$10,000. The CSPG Foundation (Foundation for the Canadian Energy Geoscience Association, formerly known as the Canadian Society of Petroleum Geologists) is sponsoring the **Energy For Us** Pavilion for \$10,000. The Canadian Society of Exploration Geophysicists (CSEG) Foundation is a Gold Sponsor. 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. Canadian Association of Energy Contractors (CAOEC) is donating \$5,000 to sponsor the Lanyards. Strathcona Resources is sponsoring the schools for Monday for \$5,000. Whitecap Resources Inc. is a general sponsor for \$5,000. 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 for the Geo-Theatre on Monday. E3 Lithium is sponsoring the Geo-Theatre on Sunday for \$2,500. Eavor Technologies is sponsoring pens for \$2,500. Birchcliff Energy is a general sponsor at \$2,400. Scotia Wealth Management is a general sponsor for \$2,000. Imperial Oil has provided \$2,000 for travel grants.

McDaniel is sponsoring the Geoscience Activity Tables for \$1,200. Pulse Seismic is sponsoring the water stations at \$1,200. Canadian Rockies Earth Science Resource Centre is a general sponsor at \$1,000. Earth Signal Processing is a general sponsor at \$750. Statcom is a general sponsor at \$250. SeisWare is a general sponsor at \$200. E3 Project: Earthquake Early Warning Education and SAIT are Copper Sponsors.

Educator resources will be provided by: Ten Peaks and Natural Resources Canada.

Door prizes will be provided by: Calgary Stampede - Journey 2050, E3 Lithium, Ten Peaks, Canmore Cave Tours, Renu Sahota, and Canadian Rockies Earth Science Resource Centre.

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 18 confirmed exhibitors who are all returning favourites. This includes Panning for Gold with Yukon Dan, the ESfS Trilobite Fossil Station, Geoscience Activity Tables, Journey 2050, Calgary Rock and Lapidary Club, Canadian Association of Geophysical Contractors, Earth@UCalgary, Rothney Astrophysical Observatory (RAO), Women in Science and Engineering (W.I.S.E.) from the University of Calgary, Mining Matters, CREWES, Ten Peaks Innovation, Natural Resources Canada – Geological Survey of Canada, the Canadian Society of Exploration Geophysicists (CSEG), Canadian Energy Geoscience Association (CEGA), SAIT: The Connector Lab and Geomatics Engineering Technology, the Canadian Nuclear Society, Canadian Natural Resources, and Canadian Rockies Earth Science Resource Centre.

We anticipate a busy and full exhibition once again this year, and encourage potential exhibitors to get their applications in by January 15, 2024. 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/](https://esfscanada.com/exhibit/) page.

A pre-filled link to the Exhibitor Requirements form has been emailed to all confirmed exhibitors. **We need all responses by the end of January** in order to finalize our on-site orders and to prepare the Scavenger Hunt booklet for printing.

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 some ESfs bookmarks please contact our ESfs Administrator (Alyssa) at [esfs@cseg.ca](mailto:esfs@cseg.ca) to organize.

Social Media (LinkedIn>X>Facebook): 3,500 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](https://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 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 is open!

As of January 10, 2024 we have 36 volunteers signed up filling 22 shifts. We are looking for additional volunteers to fill the remaining 65 shifts.

Visit the ESfS website for more information or to sign up: [esfscanada.com/volunteers/](https://esfscanada.com/volunteers/).

Contact us at [esfsvolunteers@gmail.com](mailto: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/](https://esfscanada.com/event/esfs-in-motion/)

## **The Earth Science for Society Committee**

*Inspiring the next generation with Earth Science.*

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