

Earth Science for Society (ESfS) 2024 – March 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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Message from ESfS 2024 Chair Julia Davison:

"Our final count-down to ESfS 2024 is here! This is a wonderful opportunity for youth to meet real scientists, think about multiple facets of our natural world and really dig in beyond the regimen of the school curriculum. It's also a fun experience for geo-nerds to volunteer and unite to share their enthusiasm with curious youngsters. Even the most aloof of junior high kids get wrapped up in the excitement of ESfS exhibitor activities. The attendance price tag of "free" is thanks to our generous sponsors and this makes a huge difference for accessibility of the event. We'd like to extend our deepest gratitude to all of the sponsors, exhibitors and volunteers who make this amazing event possible!"

Program Delivery

We are 100% full for school registration, which attests to the value of the ESfS program!

We have 13 school groups signed up to bring 1,025 students and 90 teachers/chaperones. 607 students are in grade 7 and the remaining 418 are in grades 2-5, 8 and 9.

There are 15 youth groups signed up to bring 286 girls and boys aged 6-17 with 57 leaders from Embers, Sparks, Guides, Scouts, Pathfinders, Rangers, and Trex.

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/

Buses have been reserved for Calgary schools attending on Monday and Tuesday and the Scavenger Hunt booklet has been submitted for printing.

Sponsorship

The sponsorship team has confirmed \$89,736 in funding for ESfS 2024. Details of the remaining sponsorship opportunities can be found on the ESfS website at 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 with a \$5,000 contribution and in-kind support. 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 on Monday for \$5,000. Cenovus is sponsoring the schools on Tuesday for \$5,000. Whitecap Resources Inc. is a general sponsor for \$5,000.

Two anonymous CSEG Foundation donors are contributing \$5,000 each to sponsor the **Our Future!** Pavilion. Tourmaline Oil Corp. is sponsoring the Trilobite Fossil Station for \$1,200 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. E3 Project: Earthquake Early Warning Education and SAIT are Copper Sponsors at \$650 each. Statcom is a general sponsor at \$250. SeisWare is a general sponsor at \$200.

Educator resources will be provided by: EQ3 Project - Earthquake Early Warning Education: Ready for Alerts, Natural Resources Canada-Geological Survey of Canada (Calgary), Ten Peaks Innovation, Canadian Rockies Earth Science Resource Centre (CRESRC), Geoscientists Canada, RASC Calgary, Ocean Networks Canada, Let's Talk Science, Mining Matters, Perimeter Institute, and ConocoPhillips Canada.

Door prizes will be provided by: Journey 2050, E3 Lithium, Canmore Cave Tours, Ten Peaks Innovation, EQ3 Project - Earthquake Early Warning Education: Ready for Alerts, Renu Sahota, Canadian Rockies Earth Science Resource Centre (CRESRC), Ocean Networks Canada, Mining Matters, Ocean Networks Canada, Calaway Park, Butterfield Acres, Calgary Flames, Hitmen, Wranglers, Roughnecks, Studio Bell, Sigma Explorations Inc., Granary Road Active Learning Park, Bow Habitat Station, Calgary Farmyard, and StoryBook Theatre.

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 busy and is excited about our diverse exhibitor line-up, with many returning favourites as well as new exhibitors. We are now FULL!

We look forward to welcoming all 25 exhibitors!:

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, Canadian Rockies Earth Science Resource Centre, Inside Education (Mar 18-19 only), Alberta Palaeontological Society (Mar 17 only), Let's Talk Science, RASC Calgary, Ocean Networks Canada, and Alberta Geological Survey of the Alberta Energy Regulator.

For updates and exhibitor information visit: esfscanada.com/exhibit/

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!

Please share the ESfs 2024 Global News events link with your network: [Earth Science for Society \(ESfs\) 2024](#)

Help advertise this event by distributing: [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 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 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 Global Convention Services (GCS) to coordinate logistics for the March ESfS 2024 event which will be held in MacEwan Hall at the University of Calgary, Alberta.

The team is finalizing on-site requirements. Signage order is out for printing. Please check the Exhibits webpage for floorplan and exhibitor information.

Volunteers

Volunteer registration is going strong!

As of February 29, 2024, 78 % of shifts have been filled with 70 volunteers signed up filling 136 individual shifts. We are looking for additional volunteers to fill the remaining 38 shifts.

Please help us get the word out in calling for volunteers. 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 part 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