

Earth Science for Society (ESfS) 2025 – January 2025 Newsletter

3-day geoscience outreach exhibition from March 16-18, 2025
at MacEwan Hall at the University of Calgary, Alberta

[Website: esfscanada.com](http://www.esfscanada.com)

[Facebook: ESfS Canada](https://www.facebook.com/ESfSCanada)

[LinkedIn: ESfS Canada](https://www.linkedin.com/company/esfs-canada)

[X: ESfS Canada](https://twitter.com/ESfSCanada)

Program Delivery

School and youth group sign-up opened on October 1, 2024. School registration is FULL with 10 schools bringing 1,090 students with 142 teachers. Two of the schools will be first-time visitors to ESfS. 18 youth groups have signed up to bring 342 young people and 68 leaders as chaperons. There is still space for youth groups. Quick uptake by teachers and youth group leaders attests to the value of the ESfS program!

If your youth group would like to attend, please register by clicking the Sign-up Form link on our [ESfS School Groups Page](#).

Sponsorship

The sponsorship team has been busy sending out requests for additional support for our great event! To date, the team has confirmed 26 sponsors to date including in-kind sponsorship and door prize donors. That totals \$65,950 in funding for ESfS 2025 with an additional \$2,080 in in-kind and door prize sponsorship. Details of the remaining sponsorship opportunities can be found on the ESfS website on the [ESfS Sponsors Page](#).

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 \$7,000 to support the continuation of geoscience education outreach in the community.

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. Canadian Natural Resources is sponsoring the **Resources and You** Pavilion for \$10,000. The Association of Professional Engineers and Geoscientists of Alberta (APEGA) has contributed \$7,500 to sponsor all three days of the Geo-Theatre. Canadian Association of Energy Contractors (CAOEC) is donating \$5,000 to sponsor lanyards. Strathcona Resources is sponsoring the schools for \$5,000 on Monday.

Tourmaline is sponsoring the Trilobite Fossil Station for \$1,200 and providing one year of in-kind storage for the Yukon Dan station for a total of \$2,700. Eavor Technologies is sponsoring pens for \$2,500. Birchcliff Energy is a general sponsor at \$2,400. GLJ Ltd is a general sponsor at \$2,000. Imperial Oil Ltd provides two travel grants for out-of-town exhibitors totalling \$2,000. Scotia Wealth Management is a general sponsor for \$2,000. Brian and Elaine Russell donated \$1,200 for volunteer lunches on Monday. McDaniel is sponsoring the Geoscience Activity Tables for \$1,200. Pulse Seismic is sponsoring the water stations at \$1,200. Earth Signal Processing is a general sponsor at \$750.

Door prizes will be provided by:

Ten Peaks Innovation, Mining Matters, Journey 2050, Ocean Networks Canada, and Canmore Cave Tours.

Educator resources will be provided by:

Geoscientists Canada, Natural Resources Canada-Geological Survey of Canada (Calgary), Ten Peaks Innovation, Mining Matters, Journey 2050, Let's Talk Science at the University of Calgary, and Blueshift Immersive.

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, sending out requests for support emails to past and potential exhibitors. So far we have had a great response, and have 19 confirmed exhibitors who are all returning favourites. This includes the ESfS Trilobite Fossil Station, Geoscience Activity Tables, WISE (UCalgary), Ten Peaks Innovation, Canadian Association of Geophysical Contractors, CSPG Foundation, Canadian Society of Exploration Geophysicists, Natural Resources Canada - Geological Survey of Canada (Calgary), Canadian Nuclear Society, Ocean Networks Canada, Mining Matters, Rothney Astrophysical Observatory, gold panning with Yukon Dan, CREWES, Department of Earth, Energy and Environment, Faculty of Science, University of Calgary, Calgary Rock and Lapidary Club, Journey 2050, Canadian Natural Resources, Let's Talk Science at the University of Calgary, and Blueshift Immersive.

We have received a lot of interest and positive feedback from several other organizations as well and they 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 6, 2025
- Exhibitor Requirements form submission deadline: January 31, 2025
- Scavenger Hunt booklet questions and answers deadline: January 31, 2025
- Exhibitor Kit available: February 14, 2025
- Last day for inclusion in ESfS printed materials: February 14, 2025

Watch for updates on the [ESfS Exhibits Page](#).

Partially pre-filled Exhibitor Requirements forms have been emailed to each confirmed exhibitor. A link to a generic blank form is available on our website or here: [Exhibitor Requirements Form \(blank\)](#)

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. The submission deadline is January 15, 2025. Click here to apply: [Travel Grant application form](#).

Marketing

The Marketing committee is working hard to raise awareness of the ESfS event in March 2025, primarily through social media. We will be using the #ESfS2025 hashtag. Our social media account information links are 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 2025 Poster](#).

ESfS 2025 bookmarks are available to distribute. If you or your organization would like to distribute them, please contact our ESfS Administrator (Alyssa) at esfs@cseg.ca.

Social media (LinkedIn, X, Facebook): 3,535 followers

Speakers

We are excited to welcome two notable presenters to ESfS 2025. Talks will take place on Sunday March 16, 2025. View Geo-Theatre and Speaker information at esfscanada.com/event/geo-theatre.

Date: Sunday, March 16, 2025

Topic: Secret of making Continents on Planets

Time: 1:00 pm & 3:00 pm

Speaker: Dr. Rajeev Nair

Teaching Professor, Dept of Earth, Energy, and Environment, University of Calgary

Topic: Exploring Martian geology for signs of the potential for life

Time: 2:00 pm & 4:00 pm

Speaker: Dr. Benjamin Tutolo

Associate Professor, Dept 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 2025 event which will be held in MacEwan Hall at the University of Calgary, Alberta. We'll add the floor plan to the Exhibits webpage once it's finalized.

Volunteers

Volunteer registration is open!

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 the APEGA Science Olympics and Love Your Library 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