

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

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

[Website: esfscanada.com](http://www.esfscanada.com)
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Message from ESfS 2025 Chair Julia Davison:

“Panning for gold, making an earthquake, zooming in on fossils, submerging into deep oceans, gazing into outer space and so much more...there are 24 amazing exhibits for youth to explore in just a few weeks. The finishing touches in preparation for the 12th Earth Science for Society (ESfS) Exhibition are underway. The school spots for this event always fill quickly and the youth group numbers in 2025 have nearly doubled. The excitement for discovery at ESfS is shared by youth and adults alike. It always amazes me how even the most aloof teens dig into the Earth science activities at the ESfS Exhibition. Speakers, Dr. Nair and Dr. Tutolo are certain to inspire with their respective talks on the making of continents and Martian geology. In preparation for ESfS 2025, our ESfS committee has been fortunate to have encountered gneiss and generous sponsors and exhibitors. The success and accessibility of the ESfS exhibition is founded on these contributions. We’d like to extend our deepest gratitude to all the sponsors, exhibitors and volunteers who make this amazing event possible.”

Program Delivery

School and youth group sign-up opened on October 1, 2024. School registration is FULL with 13 schools bringing 1,134 students with 136 teachers. Two of the schools will be first-time visitors to ESfS. 23 youth groups have signed up to bring 453 young people and 90 leaders as chaperones. 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](#).

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 54 sponsors including grants, in-kind sponsorship, educator resources, and door prize donors. That totals \$88,835 in funding for ESfS 2025 with an additional \$12,115 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 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. Two anonymous CSEG Foundation donors are contributing \$5,000 each to sponsor the Our Future! Pavilion.

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.

We are grateful to the Canadian Geological Foundation for awarding ESfS a four-year grant from the Jérôme H. Remick III Endowment Trust Fund up to the amount of \$5,000 per year for Scavenger Hunt booklets.

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 is providing 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 are donating \$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. ConocoPhillips Canada is a general sponsor at \$1,200. A CSEG Foundation anonymous donor provided \$1,075 through their work as a contribution for their volunteer hours. Athabasca Oil Corporation and 3 anonymous staff members donated a total of \$1,400.

Canadian Rockies Earth Science Resource Centre are donating \$1,000 as a general sponsor. Whitecap Resources is a general sponsor with a \$1,000 contribution. Parex Resources is sponsoring \$1,000 for volunteer breakfasts on Monday. Earth Signal Processing is a general sponsor at \$750. Qeye provided assistance in promoting ESfS in fundraising at their corporate event resulting in \$210 in donations. Pamela Bucher donated \$50. Red Finch Studios are providing in-kind video and editing services.

Door prizes will be provided by:

Ten Peaks Innovation, Mining Matters, Journey 2050, Ocean Networks Canada, Canmore Cave Tours, Canadian Rockies Earth Science Resource Centre, Laser City, Telus Spark Science Centre, Butterfield Acres, E3 Lithium, CSPG Foundation, Calaway Park, and Bow Habitat Station.

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, Blueshift Immersive, Canadian Rockies Earth Science Resource Centre, and RASC Calgary .

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

Exhibits

The Exhibits committee has received a great response and is excited about our diverse exhibitor line-up. We are now FULL! The Exhibits committee have confirmed 22 exhibitors who are returning favourites, and 2 new exhibitors: Blueshift Immersive, which will have Virtual Reality (VR) sets as part of their exhibit, and Energi Simulation Center, which will showcase geothermal system research.

Returning exhibitors include 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, Canadian Rockies Earth Science Resource Centre, RASC Calgary, Earth@UCalgary, and Alberta Geological Survey of the Alberta Energy Regulator.

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

Looking forward to seeing everyone!

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](#).

A video from ESfS 2018 is now profiled on our Home page. You can view it on YouTube here: <https://youtu.be/oOObRzP-R1o>

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.

Website analytics: 1,373 Views in February 2025. 34% increase in Views in January and February compared to last year.

Social media (LinkedIn, X, Facebook): 3,529 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 GCS to coordinate logistics for the March ESfS 2025 event which will be held in MacEwan Hall at the University of Calgary, Alberta.

The team is finalizing on-site requirements. The 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 28, 2025, 62% of shifts have been filled with 78 volunteers signed up for 158 individual shifts. We are looking for volunteers to fill the remaining 96 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 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