

Sault Ste. Marie

SCIENCE FESTIVAL

April 24 - 29, 2017

FOR IMMEDIATE RELEASE
April 25, 2017

THIRD ANNUAL SCIENCE FESTIVAL HAS ARRIVED TO SAULT STE. MARIE

(SAULT STE. MARIE, ON) – The Sault Ste. Marie Science Festival – the only festival of its kind in the area – kicked off Monday, April 24th and will run through to Saturday, April 29th, 2017. The Sault Ste. Marie Science Festival shines the spotlight on science and research happening in Sault Ste. Marie. It also sparks an interest in science among children, teens and adults by offering an opportunity to celebrate science in a fun and welcoming setting for all ages.

This 2017, the Festival celebrates science, innovation and heritage from Ontario’s past 150 years with special funding received from the Ontario150 program (#Ontario150).

“Our government is proud to support the expansion of the third annual Sault Ste. Marie Science Festival through the Ontario150 program. I encourage everyone to come out and participate in all the fun and educational activities that are part of this award-winning event. It’s an excellent opportunity to learn about science and technology, re-engage with the natural world around us, and be inspired to become one of our next generation of innovators,” said Eleanor McMahon, Minister of Tourism, Culture and Sport.

“Once again, we join together to celebrate science and its colleagues math, technology and engineering. Science Fest brings together local science practitioners and residents of all ages in a community effort to raise awareness of and generate enthusiasm about, the many accomplishments that have been made possible through the study of science. The activities, exhibits and events illustrate magnificently how the sciences continue to enrich our community, our province, our country, raising our standard of living and helping us realize our dreams. When science is valued as essential, we all benefit,” said Sault Ste. Marie Member of Parliament Terry Sheehan.

“The success of the Sault Ste. Marie Science Festival is a testament to the power of partnership and the reality that we can do more by working together. The City of Sault Ste. Marie is thrilled that the festival is returning for another year to engage residents with science and technology. With a diverse roster of fun events and participation from Sault Ste. Marie’s own Dr. Roberta Bondar, this year’s festival promises to be the most successful yet,” said Mayor Christian Provenzano.

“The Science Festival’s commitment to engage people of all ages in this learning experience is a value that we share at The Roberta Bondar Foundation. We all need to advance our



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understanding of science and technology, and a commitment to life long learning is more and more important with the acceleration of scientific discovery and application in our lives today. The opportunity to meet and engage with local talented experts in a variety of areas doesn't come along every day," said Dr. Roberta Bondar, President of The Roberta Bondar Foundation.

"We are happy to be a partner in the Sault Ste. Marie Science Festival for the third year in a row and extend our Bluecoat brand of interactive and hands-on science delivery to the festival. As a popular tourist attraction for the North, Science North is passionate about introducing more science experiences for Northern Ontario. We look forward to another successful year partnering with Sault Ste. Marie to create another memorable and educational experience for families within the community," said Guy Labine, Science North CEO.

The Sault Ste. Marie Science Festival group of partners includes Algoma University, Canadian Bushplane Heritage Centre, Entomica, Invasive Species Centre, Natural Resources Canada – Canadian Forest Service, Department of Fisheries and Oceans, Sault College, Sault Ste. Marie Innovation Centre and Science North. The 2017 Sault Ste. Marie Science Festival is co-presented by Quattro Hotel, CTV, 104.3 Country and 105.5 KiSS.

"Quattro Hotel is extremely proud to partner up with Science North as a sponsor of the 2017 Sault Ste. Marie Science Festival. It is such a great opportunity for all residents of Sault Ste. Marie & surrounding areas to engage in fun, spontaneous science themed activities and we are so impressed that the event is inclusive of all science-lovers, both young and old. We look forward to a wonderful week of science-inspired learning," said Tricia Lesnick, Marketing and Communications Manager, Quattro Hotel.

"Country 104.3 and KiSS 100.5 are proud to be associated with such a great event. We were inspired by what we saw last year and didn't think twice about our time involvement this year. Congratulations to everyone involved with such a terrific event," said Scott Sexsmith, Program Director, Country 104.3 and KiSS 100.5, Sault Ste. Marie.

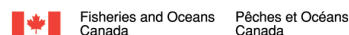
"CTV is proud to once again sponsor the Sault Ste. Marie Science Festival. What a great community event, celebrating science and bringing the community together. We are thrilled to be a part of it," said Marett McCulloch, General Sales Manager, CTV Northern Ontario.

"The science of aviation is at the core of bushplanes and environmental science related to forest ecology that bushplanes were used to protect. The Canadian Bushplane Heritage Centre is happy to partner with other local organizations and Science North to offer an exciting and informative Science Festival program in Sault Ste Marie. We are especially excited to welcome our patron and good friend Dr. Roberta Bondar to this years festival," said Mike Delfre, Executive Director, Canadian Bushplane Heritage Centre.

"The Invasive Species Centre is proud to be part of the diverse network of science partners who spearhead the Sault Ste. Marie Science Festival. As we celebrate our third year of Science



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Festival collaboration, the Invasive Species Centre is happy to see enthusiasm and support across all ages of our community for science-based learning, knowledge and expertise in Sault Ste. Marie,” said Tracey Cooke, Executive Director, Invasive Species Centre

“Entomica is thrilled to be working with all the partners again for this year’s SSM Science Festival. As they say ‘third time’s a charm’ so here’s to our 3rd year everyone. Our festival’s science for seniors program recently received wonderful national recognition and it all goes to show ‘You’re never too old to learn something new’. Come Freak-out, Find-out and Bug-out,” said John Dedes, CEO, Entomica.

“We are excited to once again be a part of the award-winning Sault Ste. Marie Science Festival. The Science Festival is a great opportunity for community members of all ages to come together, engage, and celebrate science happening within our region. It also provides our students and faculty with the opportunity to showcase their research. We are looking forward to this week’s events and the continued partnership with Science North,” Dr. Celia Ross, Acting President and Vice Chancellor of Algoma University.

“The Sault Ste. Marie Innovation Centre is pleased to continue its partnership with the Science Festival for a third year in a row, during which time we will be hosting our 10th annual ARTIE (Advanced Research & Technology Innovation Expo) event. ARTIE gathers elementary school students for one day to gain hands-on experience from local exhibitors in the fields of science and technology. The Science Festival as a whole provides a fun and exciting opportunity for people of all ages to learn, explore and understand science and technology. Engaging with the youth in our community and fostering the next generation of science and technology leaders is an important part of the work that the Innovation Centre does, and we look forward to this year’s events,” said Don MacLennan, Acting Executive Director, Sault Ste. Marie Innovation Centre.

“Great Lakes Forestry Centre looks forward to another year of reconnecting with our community, and showcasing our forestry science and research,” said David Nanang, Director General, Great Lakes Forestry Centre.

“Sault College is proud to once again support Sault Ste. Marie’s Annual Science Festival. We are excited to have the opportunity to take part in this award winning festival that brings together talents from across the region. By participating in this event, our College is able to showcase the outstanding work and accomplishments of both our students and faculty and share these achievements with our community,” said Dr. Ron Common, President, Sault College.

The festival is in full swing highlighting science and technology through several activities including: Explore the Natural World of Planet Earth with Dr. Roberta Bondar in partnership with Roberta Bondar Foundation and Science North, Science for Seniors lead by Entomica;



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Science Olympics lead by Science North in partnership with Algoma University; ARTIE (Advanced Research & Technology Innovation Expo) offered by Sault Ste. Marie Innovation Centre.

Join your community for the following engaging and fun science events: Hanger After Dark: Beavers, Bacon & Beer, Eh! (19+) at the Canadian Bushplane Heritage Centre, Friday April 28 2017, 7 pm – 11 pm, and Science Carnival at the Machine Shop @ Millsquare, April 29, 2017, 11 am – 4 pm.

For more information on the festival, visit: <http://sciencenorth.ca/ssmscifest/>

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