



May 1, 2012

MEDIA ADVISORY – PHOTO AND STORY OPPORTUNITY

Local students compete and put their science knowledge to the test at the All Science Challenge hosted by Western University

LONDON, ON – On May 3rd, approximately 300 Grade 6, 7 and 8 students from 11 schools in London and the surrounding area will compete in the **All Science Challenge** at Western University.

Hosted by Let's Talk Science volunteers at Western University, the All Science Challenge is a fun-filled day of fast thinking, competition and teamwork that encourages its young competitors to view science as a fun and dynamic choice for their future studies. This year's challenge has attracted teams from all over southwestern Ontario including London, St. Marys, St. Thomas, Petrolia and Stratford.

Following the opening ceremonies, students break into their teams to answer questions in a science quiz show that puts their science knowledge to the test in disciplines such as earth sciences, psychology, physics and biotechnology.

In the afternoon, students compete in a design challenge, where they build an object using limited materials. In the past, students have constructed a cushion for an egg drop, and a bridge using only plastic cups, duct tape and sticky notes.

After the scores have been tallied, the top teams compete in a final elimination round to determine the ultimate All Science Challenge champions!

WHEN: May 3, 2012, 10:00am – 3:00pm

Photo opportunities and interviews available during the:

- science quiz show from 10:40am – 12:10pm
- design challenge from 12:50pm – 1:50pm
- elimination round from 2:00pm – 3:00pm

WHERE: Room 2025, Social Sciences Building, Western University campus

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ABOUT THE ALL SCIENCE CHALLENGE:

The All Science Challenge was developed in 2005 by Let's Talk Science Outreach volunteers at McMaster University in Hamilton, Ont., and is currently being held at 22 universities and colleges across Canada. Shaw Cablesystems, 3M, Honda Canada Foundation, Pfizer Canada, Call2Recycle, the Federal Economic Development Agency for Southern Ontario, the Ontario Ministry of Education and Stantec are generous sponsors of this year's competition at Western University.

ABOUT LET'S TALK SCIENCE:

Let's Talk Science is an award-winning, national, charitable, science outreach organization. We deliver science learning programs and services that turn kids on to science, keep them engaged in learning and develop their potential to become 21st century stewards, innovators and citizens. Through Let's Talk Science Outreach, we engage more than 3,000 enthusiastic post-secondary student volunteers at 36 universities and colleges across Canada to turn more than 145,000 children and youth on to science, technology, engineering and math each year. For more information about Let's Talk Science, please visit letstalkscience.ca.