



MEDIA ADVISORY

ATTENTION: CITY EDITORS, SCIENCE EDITORS, EDUCATION EDITORS

Tuesday, June 2, 2009

Adam Bly to share his vision for a science renaissance in the 21st century

WHAT: Science is transforming all facets of Canadian culture – from politics to design. Adam Bly, Founder, CEO and Editor-in-Chief of Seed Media Group, will share his vision for a cultural shift toward science literacy in the 21st century at the 15th Anniversary Dinner celebration of Let's Talk Science, an award-winning national charitable organization dedicated to building youth interest and engagement in science, engineering and technology.

Adding their perspectives to the subject will be Bruce March, President and CEO of Imperial Oil, Hon. John Wilkinson, Minister of Research and Innovation, and Bob McDonald, Host of CBC's Quirks and Quarks.

WHEN: The dinner is being held on Tuesday, June 9 from 7 p.m. – 9:30 p.m. Bly's keynote address is at 7:45 p.m. He, along with Bruce March, Bob McDonald and Minister Wilkinson, will be available for interviews and photos at 6 p.m.

WHERE: Sovereign Ballroom, Le Méridien King Edward Hotel, 37 King Street East, Toronto.

EVENT BACKGROUND:

Let's Talk Science is celebrating 15 years of building youth interest in science, engineering and technology through innovative learning programs, research and advocacy. In the past 15 years, Let's Talk Science has engaged and inspired well over 2 million children, youth, educators and volunteers.

The 15th Anniversary celebration is generously sponsored by Imperial Oil, Trudell Medical Limited and Merck Frosst, and features keynote speaker Adam Bly, Founder, CEO and Editor-in-Chief of Seed Media Group. Bob McDonald, Host of CBC's Quirks & Quarks, is the Master of Ceremonies and Bruce March, President and CEO of Imperial Oil will be giving an opening address. Hon. John Wilkinson, Minister of Research and Innovation will be accepting Advancing Innovation through Youth Engagement Award on behalf of the Ontario Government.

For more information about Let's Talk Science, please visit letstalkscience.ca.

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