MEDIA ADVISORY
ATTENTION: PHOTO EDITORS, CITY EDITORS, SCIENCE EDITORS

What do you get when you combine an exciting question and answer competition with build-it-yourself design challenges and add busloads of cheering fans?

The **All Science Challenge** is a day-long science enrichment competition for more than 85 Grade 6, 7 and 8 students – plus their cheering classmates – from more than nine Montreal-area schools. Hosted by McGill University science students, the All Science Challenge is a fun-filled day of competition and camaraderie that's part of a nationwide Let's Talk Science program to excite and inspire the next generation of scientists.

WHEN: 10 a.m. to 3:15 p.m., **Friday, May 14.** Special guest speakers include Ubisoft video game developer Liko-Paul Pinsonnault at 10:30 a.m. and Joe Schwarcz, director of McGill University's Office for Science and Society at 12 p.m. Photo opportunities and interviews are available anytime between 12 p.m. until 3:15 p.m.

WHERE: Jeanne Timmins Amphitheatre, Montreal Neurological Institute and Hospital, 3801 University Street, McGill University. http://www.mni.mcgill.ca/patients/maps/

FOR MORE INFORMATION CONTACT:
Nathalie Magnus, Let's Talk Science Coordinator at McGill University, nathalie.magnus@mail.mcgill.ca. To connect with Nathalie during the event, call 514.463.7336 (cell phone).

ABOUT THE ALL SCIENCE CHALLENGE:
The All Science Challenge was developed in 2004 by Let's Talk Science outreach volunteers at McMaster University in Hamilton, Ont., and is currently being held at 11 universities across Canada this year. Shaw Cablesystems, 3M and Canada Foundation for Innovation (CFI) are generous sponsors of this year's competition, which tests students in the subject areas of biology, biochemistry, chemistry, earth and environmental science, engineering, mathematics, psychology and physics. The top teams of students will go head-to-head to win the final elimination round, which will include Ubisoft employees as guest judges. Winners of the final round will receive a laptop computer donated by McGill's Department of Medicine, Division of Experimental Medicine.

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 the Let's Talk Science Partnership Program, we engage more than 1,800 enthusiastic post-secondary student volunteers at 30 universities and colleges across Canada to turn more than 100,000 kids on to science, engineering and technology each year.

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

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