

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 busloads of cheering fans? The 2010 All Science Challenge!

WHAT: The **All Science Challenge** is a day-long science enrichment competition for Grade 6, 7 and 8 students from more than 50 students from the Fredericton area. Designed by post-secondary science students at the University of New Brunswick (UNB), the All Science Challenge is a fun-filled day of competition and camaraderie that's part of a nationwide program to excite and inspire the next generation of scientists.

This year, UNB Fredericton and St. John Dean of Science, David McGee, will attend and share a few words.

WHEN: Monday, April 26 at 9:30 a.m. The final round of the competition will take place at **1:30 p.m.** Photo and interview opportunities for the opening ceremonies, hands-on design-challenge, and closing ceremonies are at 9:30 a.m., 11:30 a.m. and 2 p.m. respectively.

WHERE: Opening and closing ceremonies are located in room 105, Maclaggan Hall, 41 Dineen Drive at the University of New Brunswick, Fredericton, and the design-challenge will be held in various Head Hall rooms at 15 Dineen Drive at the University of New Brunswick.

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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 spring. 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 be judged by Dr. Stephen Heard, Chair, Biology, UNB Fredericton, among others.

ABOUT LET'S TALK SCIENCE:

Let's Talk Science is an award-winning, national, charitable, science outreach organization. Let's Talk Science delivers 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.