



**FOR IMMEDIATE RELEASE
APRIL 29, 2022**

**SCIENCE NORTH CONTINUES TO GROW ITS PRESENCE THROUGHOUT THE
NORTH WITH A NEW PILOT PROJECT IN SAULT STE. MARIE**

(SAULT STE. MARIE) - Science North announced today plans to expand its presence in Sault Ste. Marie through a programming and outreach hub, as part of its two-year pilot project.

For nearly 40 years, Science North has been sharing its unique experiences across Northern Ontario through long-standing partnerships in various communities including Sault Ste. Marie. Science North has hosted annual Science Festivals, permanent and travelling exhibits, education and outreach programming, and Summer Science Camps in Sault Ste. Marie.

Expanding on this success, Science North intends to explore having a more permanent presence in the Sault Ste. Marie region. The science centre is planning to broaden its reach in the Algoma region through a two-year pilot project that will establish a programming and outreach hub that will: staff 3-5 Science North Bluecoats; grow Science, Technology, Engineering and Math (STEM) engagement through enhanced education programs; build outreach events and initiatives; and support partners in achieving or exceeding their visitor attendance, revenue, and engagement goals. In addition, Science North will continue to partner with Indigenous communities and organizations in the region to increase opportunities for STEM education, experiences and entertainment.

This longer-term presence in Sault Ste. Marie, located at 2A-875 Queen Street East, will make a significant economic impact and be a key driver of growth for Northeastern Ontario. With the expansion, Science North will support education and labour market development through STEM skills development, grow partnerships and collaboration, develop new audiences and events, deepen partnerships and engagement with Indigenous communities and audiences, as well as pilot the feasibility of a permanent location in Sault Ste. Marie.

Moving forward into the summer, Science North will outfit this new outreach program with a small team of Bluecoats to support the extensive summer programming in the

Sault Ste. Marie region and beyond. There are currently job openings with the Sault Ste. Marie team and interested parties can visit sciencenorth.ca/careers or contact Genna Patterson, STEM Lead – Outreach, Sault Ste. Marie at patterson@sciencenorth.ca.

“Offering programs of science learning across Northern Ontario is embedded in Science North’s mandate. Through this project, Science North has the ability to grow tourism to the Sault, increase revenues and attendance at partner attractions, provide quality employment opportunities, attract and retain residents, and further establish Sault Ste. Marie as a STEAM and innovation hub of the North.”

- Jennifer Booth, Interim CEO, Science North

“I have always felt that Sault Ste. Marie is a natural place to extend the programming and attractions from Science North. I’m very excited to see what opportunities this project can bring to Sault Ste. Marie families and to visitors in our community.”

– Hon. Ross Romano, Minister of Government and Consumer Affairs and MPP for Sault Ste. Marie

“I am pleased that Science North has officially opened a satellite office in Sault Ste. Marie. The resources and activities that they will provide our community will greatly enrich us. People of all ages, residents and tourists alike, will all be able to have fun learning about scientific ideas and pursuits through science related activities and displays. We will all enjoy learning about the natural world around us and learning more about careers in science, technology, engineering and mathematics. Our economy will no doubt benefit in a variety of ways.”

- Terry Sheehan, MP for Sault Ste. Marie and Parliamentary Assistant to the Minister of Labour

“Science North expanding its presence in Sault Ste. Marie is a welcome and important development for our community. The creation of a STEAM Centre has been identified by the City as an important opportunity to strengthen local labour market capacity through educational and engaging programming. I am excited to see Science North pursue this concept through a pilot project and the potential of a permanent location in our community.”

– Mayor Christian Provenzano

About Science North

Science North is Northern Ontario’s most popular tourist attraction and an educational resource for children and adults across the province. Science North maintains the

second and eighth largest science centres in Canada. Science North's attractions include a science centre, IMAX® theatre, digital Planetarium, butterfly gallery, special exhibits hall, and Dynamic Earth: Home of the Big Nickel. Science North, in partnership with Laurentian University, offers North America's first and only comprehensive Science Communication program, a joint Master's and Graduate Diploma program. As part of its mandate, Science North provides science experiences throughout Northern Ontario including outreach to schools and festivals, summer science camps and more, and has a permanent base in Thunder Bay providing outreach to the Northwest. Science North is an agency of the Government of Ontario. For information, visit sciencenorth.ca.

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