

**FOR IMMEDIATE RELEASE
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THE CANADIAN INSTITUTE FOR MINING, METALLURGY AND PETROLEUM AND SCIENCE NORTH INSPIRE CANADIANS TO EXPLORE THE WORLD OF MODERN MINING THROUGH A NEW ONLINE GAME

The Canadian Institute for Mining, Metallurgy and Petroleum (CIM) and Science North are thrilled to announce the collaboration of a new digital project scheduled to launch May 2023.

The partners will release a fun and interactive modern mining game designed for students, families and anyone who has ever been curious about the modern mining industry. The game will be accessible online in English and French, and have complementary bilingual resources for educators, including curriculum links, lesson plans, activities, and other information for teachers to use in the classroom.

Through learning modules and game mechanics, the digital game will take users on a journey that demonstrates:

- the essential contributions mining makes to society
- the breadth of careers in the mining sector
- the essential role mining plays in building a greener and more sustainable future

As the trusted authority and collective source for advancing mineral industry knowledge, CIM is proud to be developing this project alongside Science North, the leader among science centres in providing educational and entertaining science experiences. Science North's second science centre, Dynamic Earth, provides educational experiences related to earth sciences, mining, and critical minerals for public and school audiences. This partnership will ensure a pan-Canadian scope and reach of the new game, at the same time increasing its reach to audiences across Northern Ontario including First Nation communities.

The online game will be accessible and relevant to gamers across Canada, from urban centres to rural, Indigenous, and underserved communities. It will also form an important component of Science North's *Go Deeper: New Experiences to Engage Northern Ontarians in Modern Mining* project.

The new digital game, as well as the full *Go Deeper* project, will inspire coming generations to get involved in the industry by stimulating interest in career choices in

mining, geology, and engineering, helping to ensure a skilled workforce for the sector in the future. It will also increase public support of mining by raising awareness of emerging trends of innovation and technology in the industry, as well as the importance of critical minerals to our 21st century way of life.

Science North would like to thank the following funder for supporting the *Go Deeper* digital game:



CIM would like to thank our Private Sponsors as well as:



CIM Societies:

[Environmental and Social Responsibility Society \(ESRS\)](#)

[Geological Society \(GeoSoc\)](#)

[Management & Economics Society \(MES\)](#)

[Metallurgy and Materials Society \(MetSoc\)](#)

[Underground Mining Society \(UMS\)](#)

CIM Branches:

- Toronto Branch
- Sudbury Branch
- Northern Gateway Branch
- GTA West Branch
- Vancouver Branch
- North Central BC Branch
- Oil Sands Branch
- Plus private donors

About CIM

The Canadian Institute of Mining, Metallurgy and Petroleum (CIM) has served as a trusted voice for leading industry expertise in Canada for the past 121 years. Tapping into the expertise of our Societies, Committees, Corporate Members, and our network of Branches across the country, CIM is dedicated to the advancement of knowledge, facilitation of innovation, the celebration of excellence and the promotion of sustainable practices across the full spectrum of Canada's minerals, metals, materials, and petroleum industries. From exploration through to reclamation, every day CIM members are helping to shape the quality, safety, productivity, and sustainability of our industry.

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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Science North is an agency of the Government of Ontario and a registered charity #10796 2979 RR0001.