



CWSF 2022

MEDIA KIT



Youth Science Canada
Sciences jeunesse Canada



welcome

Thank you for your interest in Canada-Wide Science Fair (CWSF) 2022 as we celebrate the 60th anniversary of this important event. Within this kit, you will find information and media for CWSF, the 60th anniversary, and the newly-announced purpleSTEMwave.

key messaging

Youth Science Canada is a national charity that fuels the curiosity of Canadian youth through STEM projects. In 2022, we're celebrating the 60th edition of our flagship event, the Canada-Wide Science Fair. CWSF is the country's largest youth science, technology, engineering and mathematics (STEM) event. This year, CWSF will take place virtually from May 16-20, hosted in Fredericton, New Brunswick.

"At the core of Canada-Wide's success is this reality – STEM leads to innovation and the quest for innovation passes through STEM," says Jamie Parsons, board chair of Youth Science Canada. "We want every student in Canada to experience the thrill of investigating their own question or developing a solution to a problem by doing a STEM project."

Access CWSF by going to cwsf.youthscience.ca

CWSF brings together top young scientists, engineers and innovators in grades 7-12/Cégep and their projects, selected by our national network of over 100 regional STEM fairs in every province and territory. In addition to scientific, social, and cultural activities, the 500 finalists compete for medals, cash prizes, scholarships and exclusive opportunities.

Visitors are welcome during three days of public outreach, from May 18-20, when they can explore Canada's top STEM projects, interactive STEM-related activities, and STEM Expo, the nation's largest youth STEM outreach and promotion event. In 2021, we were thrilled to welcome over 51,000 students, educators, parents, and members of the public.

Teachers across Canada can register their class for a virtual CWSF field trip including scavenger hunts, escape rooms and other activities with chances to win daily prizes. The Virtual CWSF 2022 is available on any web browser and the free registration is specifically designed with school visit safety features. Registered visitors receive free student and teacher resources to make the most of their virtual CWSF experience. Learn more at youthscience.ca/cwsf

Since the first event in 1962, CWSF has enabled Canadian youth from all walks of life to gain knowledge, camaraderie and inspiration that has propelled many to enjoy success and reach new heights.

further questions?

If you have questions, or for more information, please contact Stuart McKelvie at social.media@youthscience.ca



purpleSTEMwave

The purpleSTEMwave is a call to action for Canada's youth to apply their natural curiosity and ingenuity to investigate scientific questions and develop innovative solutions to current and future challenges. The campaign celebrates and unites every young Canadian who asks 'how' and 'why' and transforms those powerful questions into action – in the form of a STEM project.

The purpleSTEMwave reflects YSC's goals of:

- inspiring Canadian youth and providing resources and opportunities that enable them to complete STEM projects regardless of cultural background, socioeconomic status, or geographic location.
- ensuring that youth can share their discoveries and innovations at the local, national, and international level.

How can students join the purpleSTEMwave?

To join the purpleSTEMwave, youth can:

- Be curious – ask HOW and WHY!
- Start or continue a STEM project on mySTEMspace
- Join the #purpleSTEMwave conversation on social media
- Visit or participate in your regional STEM fair
- Join our virtual community on Discord

usage

We encourage you to spread this call to action by including the hashtag #purpleSTEMwave in your social media post captions that promote or encourage engagement in STEM projects. Alternatively, the wordmark purpleSTEMwave can be included on promotional content as a complement to the core message or graphic, using the Arial font in either CWSF purple (#6639B7) or white. Usage examples have been provided to guide your design decisions.

The name purpleSTEMwave, the tagline "join the purpleSTEMwave" or hashtag #purpleSTEMwave may be used on digital and event materials, and platforms that promote or encourage engagement in STEM projects or the activities of YSC, CWSF, regional STEM fairs, STEM Expo or Smarter Science. It should not be used in media that primarily convey information about these programs.

socials



facebook.com/ysc.sjc
2,500 likes



@ysc_sjc
2,200 followers



@ysc.sjc
1,600 followers



youtube.com/YouthScienceCanada
400 subscribers

Event Hashtags
#CWSF22 #ESPC22

social media plan

- On March 17, YSC will begin a 60-day countdown to the 60th CWSF by sharing facts, quotes, alumni spotlights, introducing Team Canada for the 2022 Regeneron International Science and Engineering Fair (ISEF) competition and other news.
- From May 16-20, YSC will be actively promoting and sharing content related to CWSF, STEM Expo, the 60th anniversary as well as related partner and sponsor content. YSC encourages you to tag, share and engage with the official YSC social media accounts in your own promotional activities.

logo usage

There are three Canada-Wide Science Fair logos that can be used in promotional material depending on your design needs: a medallion-style logo; a wide horizontal logo, and a compact horizontal logo.

All logos are provided in a colour version (only to be used on a white background) and a white version (to be used on a purple (#6639B7) or other colour background). The logos have been provided as RGB colour space files for use in digital or web applications. Four-colour CMYK files for print applications are available from YSC.

An empty clearance area around the logo is an important part of the brand, and ensures that the logo is legible and uncluttered by other elements. The clearance area should be considered part of the logo; it cannot overlap other colours, textures or elements. The acceptable clearance area is the letter height of the text within the logo.

Download the CWSF 2022 logos at
<https://youthscience.ca/newsroom/background-materials>



images

Images of past Canada-Wide Science Fairs, for use in your promotional material, can be found at youthscience.ca/newsroom/

public relations

Youth Science Canada news releases can be found at youthscience.ca/newsroom

Please refer all requests & questions related to media and public relations to Sean Cotnam at Torchia Communications (sean@torchiacom.com)



who we are

A registered charity incorporated in 1966, Youth Science Canada delivers on its mission through national programs including mySTEMspace, the National STEM Fair Network, Canada-Wide Science Fair, STEM Expo, Team Canada representation at international youth STEM competitions and events, and Smarter Science professional development for teachers. Through these programs, YSC provides support to the more than 500,000 students who do STEM projects in any given year.

For more information, visit youthscience.ca

our mission

Youth Science Canada (YSC) fuels the curiosity of Canadian youth through science, technology, engineering and mathematics (STEM) projects.

our ends

YSC exists so that Canadian youth can investigate scientific questions and develop innovative solutions related to current and future challenges.



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Sciences jeunesse Canada

500K

K-12 STUDENTS IN
CANADA CREATE A
STEM PROJECT

20K

STUDENTS SHOWCASE
A PROJECT AT
REGIONAL FAIRS

500

STUDENT PROJECTS
ARE SELECTED FOR
CWSF