

For further information, contact:  
Angela St. Amour  
Tel: 604 415-6671  
angela@sciencefairfoundationbc.ca



## **FOR IMMEDIATE RELEASE**

### **Helping More Than 60,000 B.C. Students Participate in Science Fairs: Registration Opens for the PMC-Sierra Science Fair Fun Run**

*Investing in the Future of BC's Youth and the Science and Technology Industry*

**Vancouver, BC, February 3, 2010** – In the spirit of having fun, getting fit and learning, PMC-Sierra and the Science Fair Foundation of B.C. today announced that registration is open for the 11<sup>th</sup> annual PMC-Sierra Science Fair Fun Run. The event promotes important building blocks for BC's future by raising funds to get youth active and interested in science and technology education through science fairs. The Fun Run, which takes place on Sunday, May 30, 2010, at TELUS World of Science, is the largest timed 5K race in BC and is one of the technology industry's biggest fundraising events. All proceeds from this event go to The Dr. Michael Smith Science Fair Endowment to support the promotion and development of Science Fair programs throughout the province.

"More than 30,000 students across the province participate in science fairs each year and develop important skills like entrepreneurship, creativity and confidence with the funds raised from the PMC-Sierra Science Fair Fun Run," says Patti Leigh, executive director of the Science Fair Foundation of BC. "These programs help develop today's youth into the great minds that will continue to drive BC's innovation economy into the future."

PMC-Sierra, a leading local high-tech company in the Lower Mainland, has been the Fun Run's title sponsor since it began in 2000. Participants from across the Lower Mainland enjoy a day of science, fitness and fun hosted by PMC-Sierra and other generous sponsors including TELUS, BC Innovation Council, E-Cubed, Running Room/Walking Room, Science World, SFU, and UBC.

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Register by April 30, 2010 to receive the early bird price. Adults over 19 years of age can participate for \$35 and youth 18 years of age or younger pay \$20. There is also a 1K Mini Fun Run for children, with an entry fee of \$15. All participants will receive a t-shirt, free admission to TELUS World of Science on race day and are eligible for prizes. Families can meet student science fair participants, view science fair projects, receive free giveaways and visit the sponsor booths while learning how much fun science can be. To register, please visit [www.sciencefairs.ca/funrun/](http://www.sciencefairs.ca/funrun/).

For more information about the PMC-Sierra Science Fair Fun Run or to register online, visit <http://www.sciencefairs.ca/funrun/> .

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### **About the Science Fair Foundation of BC**

The Science Fair Foundation's vision is to sustain and enhance the science culture of the youth in British Columbia. The mission of the Foundation is to build for BC's future by supporting science and technology education and by inspiring curiosity through the Science Fair program. The Science Fair Foundation of British Columbia (SFF BC) is a non-profit, charitable organization to support and promote science fair activity in British Columbia. The Foundation is committed to ensuring ongoing financial support in order to build a stronger Science Fair Program throughout the province. To learn more about the Foundation please visit [www.ScienceFairs.bc.ca](http://www.ScienceFairs.bc.ca).