

GE Canada and Actua celebrate 10-year partnership with special anniversary event

Mississauga, October 1, 2016/ In celebration of a ten year partnership between GE Canada and Actua, Canada's leading science, technology, engineering and mathematics youth outreach organization, GE Canada is hosting a day of STEM innovation for GE employees and their children on Saturday October 1st at the GE facility in Mississauga, Ontario. The event will showcase the impact of the partnership and put youth in the driver's seat of innovation. Activities are designed to incorporate digital literacy and computational thinking skills within a STEM context.

Starting with a design and build challenge, Actua instructors will lead youth through an Arduino-based weather station dissection and new design activity using a Makey Makey microcontroller and visual "block" coding. Youth will then develop apps that alert communities to potential weather hazards. Further delving into the engineering design process, youth will learn to plan, prototype, experiment, and refine ideas that solve simulated real-world challenges. They will bring their ideas to life with the help of 3D printers. The event will conclude with a celebration barbecue.

"The commitment by GE Canada to invest in building young Canadians' STEM and digital literacy to become the next generation of innovators, is unparalleled and critical for our future economic prosperity," said Jennifer Flanagan, Actua CEO. "For ten years, GE Canada has supported our work which has resulted in the delivery of over 16 million face-to-face hours of STEM education and the engagement of over 2.3 million youth across Canada. Today is a celebration of that important work and we couldn't be more excited to be on-site at GE Canada to celebrate," said Jennifer Flanagan, Actua CEO.

"Our 10-year partnership with Actua has engaged GE employees across the country. From hosting camps at our sites, to mentoring, contributing to program content, and interacting with outstanding student leaders, we have been truly inspired. Actua is advancing STEM learning and equipping all youth, whether in remote communities, underserved areas, or large urban centres, with the skills they need to prepare for the opportunities of tomorrow," said Kim Wabrurton, Vice President, Communications and Public Affairs, GE Canada.

Schedule of Events for Saturday, October 1, 2016 at GE Canada, 2300 Meadowvale Boulevard (Photo and Filming Opportunities)

10:25 a.m. - 11:30 a.m.: Innovation Generation Activity with 3D Printing

11:40 p.m. - 12:40 p.m.: Weather Station Activity/Coding and Circuitry

12:40 p.m. - 1:30 p.m.: Lunch

1:30 p.m. - 2:00 p.m.: Closing Remarks and 10-Year Video Presentation

About Actua and GE Canada's Partnership: GE Canada is Actua's Innovator partner and has invested heavily in Actua's proven approach to inspiring youth to achieve their potential, with a specific focus on engaging underrepresented youth populations as a means to raise the bar of science literacy nationwide and to contribute to the development of a robust and diverse Canadian workforce. Since partnering with GE Canada in 2006, Actua has delivered over 16 million face-to-face hours of STEM education programming resulting in the engagement of over 2.3 million youth.

About Actua: Actua is Canada's leading science, technology, engineering and mathematics (STEM) youth outreach network representing 35 university and college based members. Each year 250,000 young Canadians in over 500 communities nationwide are inspired through hands-on educational workshops, camps and community outreach initiatives. Actua focuses on the engagement of underrepresented youth through specialized programs for Indigenous youth, girls and young women, at-risk youth and youth living in Northern and remote communities. Actua's major funders include: Google Canada, Suncor Energy Foundation, the Government of Canada, GE Canada, Ontario Trillium Foundation, the Natural Sciences and Engineering Research Council of Canada, Status of Women and Lockheed Martin. For more information about Actua, visit actua.ca.

About GE Canada: GE is the world's Digital Industrial Company, transforming industry with software-defined machines and solutions that are connected, responsive and predictive. GE is organized around a global exchange of knowledge, the "GE Store," through which each business shares and accesses the same technology, markets, structure and intellect. Each invention further fuels innovation and application across our industrial sectors. With people, services, technology and scale, GE delivers better outcomes for customers by speaking the language of industry. www.ge.com

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