

MEDIA RELEASE

Actua and Nature Canada Partner for Youth Engagement

Ottawa, October 3, 2016

Today, Actua announced [Nature Canada](#) as its newest content partner. Nature Canada is a registered charity with a mission to protect and conserve nature in Canada. Together Actua and Nature Canada will engage youth in hands-on explorations of nature that promote environmental protection and appreciation.

“We are happy to be working with Nature Canada on a partnership that will focus on innovative ways to engage youth in experiences that combine nature with technology,” said Jennifer Flanagan, President and CEO of Actua.

Actua and Nature Canada will collaborate on the development of technology-based projects that encourage youth to experience nature regardless of their geographic location. Through opportunities to engage with role models in Nature Canada’s programs we aim to inspire youth to spend more time outside and become better connected to the environment.

“We believe a collective action - especially with the help of our youth - is key to raising nature’s voice and protecting and conserving the wildlife and wild places we all love,” says Eleanor Fast, Executive Director of Nature Canada. “We are looking forward to collaborating with Actua on the development of technology-based projects that engages youth in hands-on explorations of nature.”

Actua is committed to working with leading STEM and youth-serving organizations to continually enhance the activities in our programs and ensure that all Canadian youth are engaging with cutting-edge information and technology and are informed of the many STEM career opportunities within Canada.

[About Actua](#)

Actua is Canada’s leading science, technology, engineering and mathematics (STEM) youth outreach network representing 35 university and college based members. Over 3 million young Canadians have been inspired through their participation in Actua’s hands on educational workshops, camps and community outreach initiatives. Each year, Actua’s growing network of member organizations reach over 250,000 young Canadians in over 500 communities nationwide. At the national level Actua focuses on the engagement of underrepresented audiences 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, GE Canada and the Natural Sciences and Engineering Research Council of Canada. For more information about Actua, visit actua.ca



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About Nature Canada

Nature Canada was founded in 1939 because of the passion and initiative of Mabel Frances Whittemore, a teacher and nature lover whose main goal in life was to share her passion for nature with others. Today, Nature Canada represents a network comprised of 45,000 members and supporters and more than 350 nature organizations across the country with affiliates in every province. Over the past 75 years, Nature Canada has helped protect more than 63 million acres of parks and wildlife areas in Canada and countless species that depend on this habitat as well as engaging hundreds of thousands of Canadians especially children in nature through its activities.

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