

**EARTH DAY 2022: CASC JOINS NATIONAL  
\$6M CLIMATE CHANGE PROJECT**

**FOR IMMEDIATE RELEASE - [SUDBURY, ON]**

As part of a \$37.8 million Climate Action and Awareness Fund, the Government of Canada is investing \$6 million toward a youth-focused climate change project, coined GenAction, led by science centres and museums across Canada.

The Canadian Association of Science Centres' (CASC) is joined by 29 members and GenAction project leaders, the Discovery Centre in Halifax, Nova Scotia, Science North in Sudbury, Ontario, and The Exploration Place in Prince George, British Columbia for this initiative. The collective goal is to use the funds to create and deliver GenAction climate change engagement programs, targeting youth in every province and territory in Canada.

GenAction climate change programming, such as school programs, camps, outreach, and other hands-on locally relevant activities, aims to help youth understand current and credible climate change science, transform their thinking, and inspire them to take action. The goal of GenAction programming is to reach 200,000 kindergarten to grade 12 youth and more than 5,000 Indigenous youth in their communities, with a focus on affecting daily actions that will collectively contribute to the reduction of greenhouse gas emissions by 2050.

With a reach of over 10 million visitors annually, CASC member science centres and museums play an important role in teaching youth to be critical thinkers and change makers on important issues like climate change.

**QUOTES:**

“The fight against climate change is a multigenerational task and today’s kids are eager to answer the call. GenAction will provide Canadian youth with the resources they need be part of the urgent work that lies ahead to protect the planet they’ll one day inherit. The Government of Canada is proud to support this project as GenAction partners empower the next generation of climate scientists and environmental leaders to stand up for their future.”

- Andy Fillmore, Member of Parliament for Halifax and Parliamentary Secretary to the Minister of Innovation, Science and Industry

“Members of the Canadian Association of Science Centres are taking a collaborative approach to empower over 200,000 youth across Canada to take action against climate change in their home communities. As trusted sources of current and reliable science information, science centres and museums are the natural place for youth and their families to learn about how to mitigate climate change and to connect to the national GenAction movement.”

- Dr. Marianne Mader, Executive Director, Canadian Association of Science Centres

**QUICK FACTS:**

- Today's youth will be the next generation of leaders, policy influencers, and engaged citizens who will be essential to enabling Canada to achieve net-zero greenhouse gas emissions by 2050. In collaboration with nearly 30 science centres across Canada, GenAction is aimed to increase youths' understanding of climate change science, empower them to take action on climate change, and inspire them to become leaders in climate action now and into the future. The collective goal is to inspire 200,000 youth, grades Kindergarten to 12, by 2024.
- The Canadian Association of Science Centres is a national platform for Canada's Science Centres/Museums and informal science engagement. They represent over 50 institutions across Canada that attract 10 million visitors annually.

**Participating Organizations**

[Centre d'interprétation de l'eau de Laval](#)

[Centre des sciences de Montréal](#)

[Fraser River Discovery Centre](#)

[Indus Space](#)

[Ingenium - Canada's Museums of Science and Innovation](#)

[Johnson GEO CENTRE](#)

[Kids Code Jeunesse](#)

[LAUNCH](#)

[London Regional Children's Museum](#)

[Manitoba Children's Museum](#)

[Manitoba Museum](#)

[Manuels River](#)

[Ocean School](#)

[Okanagan Science Centre](#)

[Pacific Museum of Earth](#)

[Ripley's Aquarium of Canada](#)

[River Institute](#)

[Saskatchewan Science Centre](#)

[Science East](#)

[Science North](#)

[Science Timmins](#)

[Science World](#)

[Steamlabs](#)

[TELUS Spark](#)

[TELUS World of Science-Edmonton](#)

[The Discovery Centre](#)

[The Exploration Place Museum & Science Centre](#)

[THEMUSEUM](#)

MEDIA INQUIRIES:

Marianne Mader, Executive Director  
Canadian Association of Science Centres  
t: 437-219-2412 | e: [mader@casc-accs.com](mailto:mader@casc-accs.com)