

## SCIENCE NORTH'S GREAT NORTHERN ONTARIO ROADSHOW WINS A NATIONAL 2022 AWARD

**SUDBURY, ON** – On October 13, at the Canadian Association of Science Centres' (CASC) CASCADE Awards Ceremony, Science North was recognized in the Institutional category for the Great Northern Ontario Roadshow project. The CASCADE awards are hosted annually and highlight the many ways in which Canada's science centres and museums represent the diversity of the Canadian population within its workforce and its audiences. This year's event was held virtually and was attended by members and supporters from across the country, including science centres, museums and informal science engagement professionals. The event was recorded and can be watched [here](#).

Travelling to over 50 communities across Northern Ontario, *The Great Northern Ontario Roadshow* was created and produced by Science North to re-energize the economy and support job creation by reinvigorating the Northern Ontario tourism industry. The Roadshow is a “staycation” expo that hosts a free attraction showcase in communities where residents can experience local culture, science, heritage, culinary arts, and more.

The Great Northern Ontario Roadshow highlights some of the tremendous private and public tourist attractions and natural wonders located throughout the North. By the end of this year, The Great Northern Ontario Roadshow has a goal of reaching 70,000 visitors, including Francophone and Indigenous audiences. Through this initiative, Science North and its tourism partners have grown the tourism industry throughout the North by increasing local spending, providing tourism opportunities and giving residents access to new and exciting science and entertainment experiences. The Great Northern Ontario Roadshow has offered immediate benefits to small businesses, attractions, local vendors and makers by providing opportunities to showcase their products and services to audiences from across the region.

The Great Northern Ontario Roadshow's success is largely credited to the hundreds of vendors, community partners and tourism operators who participated in Roadshow events across Northern Ontario. The Great Northern Ontario Roadshow is proudly supported by the Northern Ontario Heritage Fund Corporation and the Federal Economic Development Agency for Northern Ontario.

“Science North has once again been recognized as a great tourist attraction and a valued cultural institution that celebrates science and learning for all ages. The Great Northern Ontario Roadshow is an innovative approach to ensuring all Ontarians can share in that experience. Congratulations to the Science North team for their well-deserved success at the CASCADE Awards.”

- Hon. Neil Lumsden, Minister of Tourism, Culture and Sport

“I would like to congratulate Science North on their well-deserved CASCADE Award for the Great Northern Ontario Roadshow”, said Hon. Greg Rickford, Minister of Northern Development and Minister of Indigenous Affairs, Chair of the Northern Ontario Heritage Fund Corporation. “The Roadshow does so much for Northern Ontario through showcasing the many different tourism spots in the North and promoting local businesses. Our government is proud to help fund Science North through the Northern Ontario Heritage Fund Corporation and continue to create stronger northern communities.”

“Congratulations to Science North on your well-deserved CASCADE Award for The Great Northern Ontario Roadshow, which offered memorable and transformative experiences to people across our region. FedNor and the federal government are proud to support Science North and the great work you do across Northern Ontario.”

-Hon. Patty Hajdu, Minister of Indigenous Services and Minister responsible for the Federal Economic Development Agency for Northern Ontario

“The success of The Great Northern Ontario Roadshow is a testament to our dedication to the Northern Ontario community. The Roadshow has provided communities with a multitude of opportunities to reconnect with each other while encouraging a resurgence in “home grown” tourism. Over the past year we have been thrilled to offer this unique experience that supports and promotes economic growth across the North. We thank the CASC for this award and the Northern Ontario Heritage Fund Corporation and the Federal Economic Development Agency for Northern Ontario for supporting this incredible initiative.”

– Ashley Larose MSc, Science North CEO

“Science North’s Great Northern Ontario Roadshow was challenged with the task to explore and deliver an exciting innovative approach to combining science, entertainment and community interaction while infusing each community event with local culture and flare. With the many challenges in creating such a tour, the Science North team’s flexibility and ability to adapt to meet individual community needs proved to be a success.”

-Ron Kanutski, Master of Ceremonies

### **About Science North**

Science North is Northern Ontario’s most popular tourist attraction and an educational resource operating the second- and eighth-largest science centres in Canada. Science North’s attractions include a science centre, IMAX® theatre, planetarium, butterfly gallery, special exhibits hall, and Dynamic Earth: Home of the Big Nickel. Science North also oversees an award-winning International Sales unit, which develops custom and ready-made exhibits and multimedia experiences for sale to science centres, museums, and other cultural institutions all over the world. Science North, in partnership with Laurentian University, offers North America’s first and only comprehensive Science Communication program, a joint Master’s and Diploma program. For more information, please visit [sciencenorth.ca](http://sciencenorth.ca) and [gnor.sciencenorth.ca](http://gnor.sciencenorth.ca).

### **About the Canadian Association of Science Centres (CASC)**

The Canadian Association of Science Centres (CASC) is a network of trusted organizations who represent a critical component of the science, technology, and innovation engagement landscape in Canada. CASC is one of the largest membership-based associations of informal science learning organizations in Canada, collectively reaching more than 10 million citizens per year. They bring together more than 70 organizations committed to a thriving future through science and technology engagement. Members include not only science centres and science and technology museums, but also outreach and research organizations, as well as companies and nonprofit organizations that offer commercial products and services that support informal science learning environments. To learn more about the Canadian Association of Science Centres: [Website](#), [Facebook](#), and [Twitter](#).

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*Science North is an agency of the Government of Ontario and a registered charity #10796 2979 RR0001.*