



## Media Release

# Canada's "Digital Ambassador" unites Youth Leaders via Webcast

*Jennifer Corriero tells Science Centre Leaders that Web Networking can lead to Social Change*

Toronto, Ontario—(June 16, 2008) In her keynote presentation at the 5<sup>th</sup> Science Centre World Congress, youth advocate Jennifer Corriero spoke about how connecting with the “net-generation” allows science centres to reach out and spread their influence and help initiate action on global issues. “This is the most enabled generation of youth. They are influential, they are active, and they have access to unprecedented information and resources via the Internet. As children and youth become more involved in technology, this underlines the importance of science centres around the world as platforms for learning and problem solving.”

Corriero is co-founder and Executive Director of TakingITGlobal.org, an online community that connects youth to find inspiration, access information and take action in their local and global communities. She is an alumna of the Ontario Science Centre Science School, and was part of a youth advisory team for the Weston Family Innovation Centre.

Corriero's presentation followed the opening ceremonies of the congress, hosted by the Ontario Science Centre. The Honourable Jim Flaherty, Federal Minister of Finance, the Honourable Aileen Carroll, Ontario Minister of Culture, and Deputy Mayor of Toronto Joe Pantalone joined Ontario Science Centre CEO Lesley Lewis to officially welcome delegates. Ontario Premier Dalton McGuinty and Minister of Research and Innovation John Wilkinson, both out of town, sent greetings via video.

To illustrate how the Internet connects youth worldwide, Corriero was joined via live web cast by TakingITGlobal members Maged Hassan (Egypt), Damian Profeta (Argentina) and Wu Yang (China). Collectively they brought the voice of youth to the World Congress, challenging participants to consider how science centres can connect with the hundreds of thousands of young people worldwide who are harnessing internet technology to take action.

In a plenary session, science centre leaders from Australia, the UK, and the US responded to the ideas brought forward by Corriero and discussed the future role of science centres and how they could evolve to keep up with changes in demographics and technology. For daily podcasts, summaries of the keynotes and plenary sessions and more information on the 5SCWC schedule visit [www.5scwc.org](http://www.5scwc.org).

TakingITGlobal.org is a highly interactive website that helps youth develop programs in dozens of countries, uniting young people with educators, peers and NGOs to work towards achieving some of the world's greatest challenges—from providing education to children in developing countries, to reducing deaths from contaminated water. In 2007, Jennifer was named as one of Canada's Top 100 Most Powerful Women by the Women's Executive Network and in 2005 was named as a 'Young Global Leader' by the World Economic Forum. Jennifer is an alumna of the Ontario Science Centre Science School.

*Creating the Future--The Role of Science Centres* was the theme of the keynote and plenary session of the first day of the Congress, attended by more than 400 people from 51 countries. During afternoon parallel sessions, participants discussed issues such as how science centres can increase science literacy among youth in underserved communities. Speakers included delegates from South Africa, Brazil and Australia.

Other upcoming highlights of the congress include a keynote address on citizen engagement by human rights activist Stephen Lewis on Tuesday, June 17. Sheila Watt-Cloutier, Inuit leader, advocate/activist on Arctic climate change and Nobel Prize nominee, and Dr. Mohamed Hassan, Executive Director of the Academy of Science for the Developing World will speak about climate change on Wednesday June 18.

The Ontario Science Centre is hosting the 5th Science Centre World Congress from June 15 to 19, 2008 at the Metro Toronto Convention Centre in Toronto. Themed *Science Centres as Agents of Change-Locally, Nationally and Internationally*, this is the first time the congress is being held in North America. This triennial international congress brings together CEOs and senior decision makers from the world's leading science centres to discuss issues and opportunities in the field, and the central role science organizations play in increasing the public's engagement with science.

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