



FOR IMMEDIATE RELEASE

## **“Let’s Talk Energy” Canada – now more than ever**

OTTAWA July 20, 2012 – The Canada Science and Technology Museums Corporation (CSTMC) is proud to have contributed to the Senate Standing Committee on Energy, the Environment and Natural Resources, which tabled its report titled *Now or never : Canada Must Act Urgently to Seize its Place in the New Energy World Order* yesterday.

The CSTMC had been invited to testify at the Senate Standing Committee’s hearings leading up to the report published yesterday. The CSTMC had stressed the importance of increasing all Canadians’ energy literacy, and put forward its own efforts towards that goal through the *Let’s Talk Energy* initiative. The CSTMC’s efforts are directly acknowledged in the Senate Standing Committee’s report.

The *Let’s Talk Energy* initiative consists of energy-themed exhibitions at all three of the CSTMC’s museums – the flagship *Energy : The Power to Choose* exhibition at the Canada Science and Technology Museum (CSTM); the *Energy Park : Nature at Work* at the Canada Agriculture Museum (CAgM); and *Green Skies Ahead* at the Canada Aviation and Space Museum (CASM). Moreover, the *Let’s Talk Energy* initiative features the Museum Affiliated Partners Program (MAPP), through which the CSTMC’s museums work in partnership with 24 other science centres across the country to create or present energy-themed exhibitions or programs.

“We are particularly pleased that the Senate Standing Committee has identified increasing Canadians’ energy literacy as a priority issue,” says CSTMC CEO



Denise Amyot. “We were honoured to be invited to testify before the committee, and we are happy to see that the importance we place on increasing public knowledge about energy issues which affect each of us in our everyday lives is shared by the members of the committee in their final report.”

To find out more about the *Let's Talk Energy* initiative, visit:  
[www.energy.technomuses.ca](http://www.energy.technomuses.ca)

-30-

INFORMATION:  
Olivier Bouffard  
Media relations  
613-949-5732