

We call on the entire Canadian geoscience community to become involved in organizing exciting activities related to geoscience and the IYPE, at all levels from elementary school through to professional organizations. We encourage you to share with us and the CNC-IYPE your ideas for possible outreach activities during the International Year. The IYPE is an outstanding opportunity for Canadian Earth scientists to tell everyone about what we know is an exciting, integral, and important part of everyone's lives, to make geology and the world around us come alive in the minds of the public, and to promote our own profession at all levels. The opportunities offered by this initiative are unprecedented, especially in the current climate of global awareness of Earth processes in such areas as natural disasters, climate change, rising commodity prices, and other Earth-related crises. Please do not wait to be asked - seize the opportunity to give Earth science the profile it deserves.

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