

# news release



FOR IMMEDIATE RELEASE  
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## Local schools win Sony prizes for use in sharing environmental action stories

VANCOUVER, BC—Six lucky schools across the province have received Sony digital media devices from Sony Canada, thanks to their early registration in Science World British Columbia's BC Green Games. These schools will now be better prepared to document their environmental action stories for submission on the BC Green Games website in February 2012.

"We're excited that our partnership with Sony has enabled us to give schools these video cameras," says Bryan Tisdall, Science World's president and CEO. "We're sure the cameras will come in handy as the students put together and document their BC Green Games projects."

BC Green Games early registration prize winners were chosen by random selection this week. Sony's Handycam® camcorders will go to Highroad Academy (Chilliwack) and Cariboo Hill Secondary (Burnaby), bloggie™ Touch camcorders will go to WD Ferris Elementary (Richmond) and South Island Distance Education School (Saanich), and Cyber-shot® digital cameras will go to Bert Edwards Science and Technology School (Kamloops/Thompson) and Timberline Secondary (Campbell River).

"The middle school science classes are so thankful to Sony Canada for their generous contribution to environmental education in BC," says Michelle Johnsrude, the teacher sponsor of Highroad Academy's team. "Our students will be thrilled to use the camera to create their entry into the BC Green Games—learning, creating, and having fun while exploring science and making a difference in their world."

"It's terrific that Science World and its sponsors support the hard and cutting-edge work that is being done in environmentally aware classrooms and schools," said Kevin Lyseng, teacher sponsor at WD Ferris Elementary.

BC Green Games is a province-wide competition for students in Kindergarten to Grade 12, designed to motivate action, enable sharing, and reward and celebrate the green efforts of schools in BC. To date, over 100 teams have registered, and the registration has been extended through to February to allow even more teams the opportunity to share their inspirational environmental action stories.

In March 2012, the public will be asked to vote for their favourite submission at [bcgreengames.ca](http://bcgreengames.ca). All submissions will also be judged by a panel of environmental and science education experts and scientists, based on demonstration of environmental responsibility, a creative action plan, and clear communication about the project. A total of \$24,000 will be distributed to winning teams.

Over 350 projects created for previous years of BC Green Games can be viewed online at [bcgreengames.ca](http://bcgreengames.ca). Science World manages BC Green Games with input from youth, government, school district, university, science and environmental education community partners. Presenting sponsors are BC Hydro and FortisBC.

This is the third year Sony Canada is providing early registration prizes in a multi-year agreement with Science World.

**About Science World**

Science World British Columbia is a charitable non-profit organization that engages British Columbians in science and inspires future science and technology leadership throughout our province.

**About Sony of Canada Ltd.**

Established in 1955, Sony of Canada Ltd. is a wholly owned subsidiary of Sony Corporation, of Tokyo, Japan, a world leader in High Definition. Sony provides end-to-end solutions through products that include the market-leading Blu-ray Disc™ players, BRAVIA® televisions, Cyber-shot® digital cameras, Handycam® camcorders, VAIO® computers, broadcast cameras, IPELA security cameras and video conferencing and many more products that deliver the true entertainment experience.

Sony is one of the most comprehensive entertainment companies in the world with a portfolio that includes electronics, music, movies, games and online businesses. With headquarters in Toronto, sales offices in Vancouver and Montreal, and distribution centres in Coquitlam, British Columbia, and Whitby, Ontario, approximately 1,000 employees support a network of more than 500 authorized dealers and 50 Sony retail locations across Canada.

Sony Canada is devoted to the betterment of children, the environment, and the community. Through the Sony Canada Charitable Foundation (SCCF), Sony Canada aims to maximize its support of charitable and philanthropic organizations, including Make-A-Wish® Canada, the United Way of Canada and Earth Day Canada.

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