

## Science World reaches out to the Fraser Valley

### EcoDairy in partnership with Science World launches fun, new experience

FOR IMMEDIATE RELEASE

**June 5, 2014, Abbotsford** – A unique and highly interactive education experience was unveiled in the Fraser Valley today with the official opening of EcoDairy in partnership with Science World.

Redesigned by Science World British Columbia's team of world-class curators, the new-look EcoDairy showcases milk production while inspiring young minds to develop an active interest in farming, innovation in food and agriculture and other facets of science and technology.

Speaking at the event, EcoDairy president Bill Vanderkooi said Science World has brought 'magic' to the facility.

"When the EcoDairy was founded four years ago, we wanted it to be a place where people could come and learn about farming and experience farming in the 21<sup>st</sup> century," he said. "We knew what we wanted to accomplish but we lacked some resources and magic.

"That's why I stand before you today excited. Science World has added their magic to the EcoDairy and now it's going to be a whole lot more fun and engaging."

Bryan Tisdall, President & CEO of Science World British Columbia commented "We are thrilled to be partnering with EcoDairy. Science World has a provincial mandate to excite minds, young and not-so-young, to the wonders of science and technology, and its importance in our lives. EcoDairy is the ideal partner for us in the Fraser Valley, combining real-life farming with the science and technology of agriculture in a manner that is meaningful and engaging."

Since opening in 2010, EcoDairy has already reached thousands of families, school students and community groups with its unique guided learning centre and dairy barn tours. Last year, EcoDairy launched its partnership with Science World British Columbia to develop a more interactive, self-guided experience with a focus on hands-on exhibits tailored to suit school-aged children.

EcoDairy guests will now be able to test their skills at milking a cow, try lifting a day's worth of cow manure and experience first-hand resting on a cow bed. They can also meet the Vitala Cows face-to-face in the dairy barn and watch Robbie the Robot in action in the Robotic Milker Observation Room.



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EcoDairy in partnership with Science World aims to promote agriculture science and technology education in British Columbia to inspire future innovation in the agricultural sector.

Science World British Columbia is a charitable, not-for-profit organization that engages British Columbians in science and inspires future science and technology leadership throughout our province.

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