



Another Exciting Year for APGO Education Foundation

By Dr. Bill N. Pearson, P.Geo., FGC, Founder & Chair

This year, our 10th anniversary, has been an exciting and productive one for the APGO Education Foundation (APGOEF) as we continue to revolutionize public geoscience education through leveraging innovative technologies for education, outreach and support. Our virtual field trips on our one-stop GeoscienceINFO.com website now total **58 across Ontario** with a remarkable **571 stops!** Highlights include:

- **Bruce Trail** - 12 GeoHikes have been completed with 9 in development stretching from Niagara Falls to Tobermory
- **Niagara Geopark** – 10 GeoHikes and 1 GeoRoute have been completed with the Niagara Wine GeoRoute being developed
- **Milton Quarry** – GeoHike on the Restoration Side Trail from the main Bruce Trail highlighting remediation in progress
- **Northern Ontario** - Regreening of Sudbury and Mining History of Bruce Mines GeoHikes being developed. Upgrading of existing GeoRoutes in progress
- **Toronto Urban GeoWalks** - Geology of Buildings tour and two new GeoWalks in green areas in downtown Toronto completed
- **Geoscience Hubs** – These hubs launched in February 2025 contain all our virtual field trips (GeoHikes, Urban GeoWalks, GeoRoutes and GeoPaddles) in easy to access geographic areas.

In August 2025, we launched a new children's book "***Rocky the Raccoon Explores the Niagara Escarpment***" which syncs with the Ontario Grade 4 Rocks and Minerals Curriculum. This was accompanied by the launch of our new Kid's Zone featuring Rocky the Raccoon. Our new book can be viewed there digitally along with a free downloadable teacher's guide. Physical copies can be purchased on Amazon. Rocky the Raccoon 2, which will bring our curious raccoon to Toronto, is now in progress.

Our booths at major shows with partner Mining Matters continue to be very popular. At Science Rendezvous we had an interactive display of The Geological Timescale. Kids made Play Doh volcanoes, analyzed fossiliferous limestone and created glacial deposits in sand. **Over 1300 people visited our booth!**

We marked the Bancroft Gemboree's 60th Anniversary with a diamond themed interactive exhibit! Over 1100 people visited our station and learned the answers to common questions about diamonds. At Ottawa Lapsmith and Mineral Club Gem Show we led discussions on diamond formation, uses and properties. **Over 500 kids and adults** participated in mineral based activities to spark discussion on their properties!



Our social media presence continues to grow especially on TikTok and LinkedIn. One of our TikTok video's "Mystery Fossil" has **1.3 million views**. On Instagram we have **over 5,000 followers**. We have strong audience demographics in the important 18-24 and 25-34 age groups with 41% female and 56% male.

Plans going forward in 2026 include:

- Expand virtual offerings on GeosciencelNFO.com
- Fill out GeoHike coverage on the Bruce Trail
- Expand coverage in Northern Ontario
- Create GeoHikes along the Rideau Trail
- Expand community outreach with existing and new partners
- Develop teacher resources based on our virtual products
- Strengthen and expand partnerships in geoscience education

See our full update presentation at: <https://publuu.com/flip-book/818383/2274428>

Support from the professional geoscientist community and PGO have been very important in helping build APGOEF to where we are today. When you do your annual membership renewal, please consider a donation to APGOEF. We are very grateful for all donations and be assured that they will be used to further advance our mission to educate the public about the importance of geoscience, support students to become future geoscientists and help internationally trained geoscientists obtain professional registration in Ontario.