

Geological Association of Canada (2009-2010)

Volume 36, Number 3, September 2009

URI: https://id.erudit.org/iderudit/geocan36_3misc02

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Publisher(s)

The Geological Association of Canada

ISSN

0315-0941 (print)

1911-4850 (digital)

[Explore this journal](#)

Cite this document

(2009). Geological Association of Canada (2009-2010). *Geoscience Canada*, 36(3), 132–132.

way for institutions with no museum facilities to provide an educational opportunity for the community. Even a rock garden is a possibility for a museum with some outdoor space available. By soliciting donations from local building stone and other materials suppliers, as well as collecting glacial erratics and other local stone, it should be possible to accumulate a collection of rocks that can be incorporated into campus landscaping, and combined with signage to provide some information about each specimen. Participation at local events and activities, such as gem shows and even non-geological events, e.g. Canada Day celebrations, can provide an opportunity for a museum to raise its profile and reach out to people who may not otherwise be exposed to science or geology.

CONCLUSION

Although geological sciences remain somewhat of a mystery to most of the public, an enduring fascination with dinosaurs, especially among children, and a general interest in gems, precious metals and other minerals, attract people to Earth science and provide the means to further learning. Small earth sciences museums are in a good position to capitalize on this by providing opportunities for their communities to take a closer look at geology in an entertaining way. The UW Earth Sciences Museum has been doing this for over 40 years and its success is demonstrated by growing attendance and interest. While other museums will have different resources, the basics of people and specimens are always present and, with a bit of imagination and enthusiasm, can be incorporated into a variety of outreach programs.

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