

## **MEDIA RELEASE:**

### **Girls Inspired to See Science and Engineering in a New Light!**

**Toronto ON, March 7, 2009**

April Kadhemi, L'Oréal UNESCO for Women in Science Mentor Fellowship Award winner and accomplished researcher, will visit an Actua girls club in Toronto to deliver an exciting presentation on her work applying Electrical Engineering principles in the field of medicine, creating programs which automatically analyze brain images in medicine. Ms. Kadhemi will share her passion for her cutting edge research and inspire the girls with stories about her personal life, the challenges she has faced and why she loves what she does! The Girls Club that she is attending is one of several Actua Girls Clubs that are held nation-wide, and are designed to nurture the interests of female students in the areas of science, technology and engineering—subject areas that are traditionally male-dominated. It provides students with a wonderful experience that gives them the opportunity to see science and engineering in a new light—focusing on the world around them and its application to everyday life.

Each Girls Club session is themed to allow students a wide range of learning experiences. Girls Club members experience age-appropriate and grade-specific activities. Over the course of Girls Club, members develop confidence, make new friends with similar interests, and gain a network of positive female role models in a variety of science, engineering and technology fields.

Research demonstrates the importance of early engagement in science and technology activities – before attitudes about these fields have developed. Most youth do not have the opportunity to interact with scientists and engineers and therefore are unaware of the diverse opportunities available in these fields. By engaging underrepresented audiences, at a critical early age before career decisions are made, Actua is helping to ensure that all youth become life-long learners and contributes to the development of a diverse talent source from which to draw for future work in science, engineering and technology.

L'Oréal Canada has supported Actua's National Girls Program and National Girls Mentorship Program since its launch in 2003. This initiative is also supported by the Ontario Trillium Foundation, an agency of the Government of Ontario.

Actua is Canada's leading science, engineering and technology youth outreach network. Over 2.9 million young Canadians have been inspired through their participation in Actua's positive, hands-on educational workshops, camps and community outreach initiatives. Each year, Actua's growing network of member organizations reach over 225,000 young Canadians in over 450 communities nationwide. For more information about Actua visit [www.actua.ca](http://www.actua.ca).

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