

For Immediate Release
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February 26, 2019

BC FERRIES AND LIVE IT HOST EDUCATION EVENT AT RACE ROCKS ECOLOGICAL RESERVE

VICTORIA –BC Ferries, through its SeaForward program, co-hosted a live streaming event today at IMAX Victoria in partnership with Live It. Elementary students from the region gathered at the IMAX to view an interactive presentation live from Race Rocks, an ecological reserve located off southern Vancouver Island.

The live education event consisted of a sold out show focused on Stellar sea lions, whales in our local waters and Coast Salish Peoples' connections to the land and sea. In partnership with Pearson College UWC, BC Parks and Ocean Wise, marine experts were interviewed at Race Rocks and broadcasted to the IMAX and into over 70 classrooms across Canada. The presentations included the use of underwater cameras and hydrophones to enhance the educational experience. Students and teachers also interacted in real time by engaging in an online discussion on Twitter.

The programing included a focus on underwater radiated noise, featuring a conversation with BC Ferries. As a stakeholder in the Salish Sea, BC Ferries takes its role seriously in understanding how ship activity impacts marine wildlife in the region. A BC Ferries captain shared how they navigate in the presence of whales and the steps taken to build and operate quieter vessels.

A follow up event focused on ocean plastics and entanglement will be held at the Vancouver Aquarium on Friday, March 1, 2019.

About SeaForward

SeaForward is BC Ferries' Corporate Social Responsibility program and brings attention to BC Ferries' efforts in environmental activities, conservation projects, community investments, and sustainability endeavors. BC Ferries is committed to reducing its impact on the environment, supporting communities and partnering with non-profit organizations that make a positive contribution to coastal community life. Through SeaForward, BC Ferries shares knowledge and information that brings customers along their journey towards being better global citizens. As a major marine operator along coastal British Columbia, BC Ferries recognizes and accepts the responsibility to provide ferry services in the safest, most efficient and environmentally responsible manner possible.

About Live It

Live It connects teachers from across Canada to a digital library of educational resources in French and English incorporating scientific and Indigenous worldviews. Through Live It's online portal, teachers can access spectacular real-time presentations and embark on virtual field-trips to learn

from leading experts. Live It works with trusted partners to curate quality resources that pair with each live and recorded show.

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Quotes and Photos Attached.

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Quotes:

BC Ferries – Janet Carson, Vice President, Marketing & Customer Experience

“We are excited to support Race Rocks Live through our SeaForward program. Partnering with Live It gives us the opportunity to share knowledge and bring more communities along on our journey toward sustainability. We are proud to work with Live It in our efforts to be global citizens who leave a lasting legacy for the next generation.”

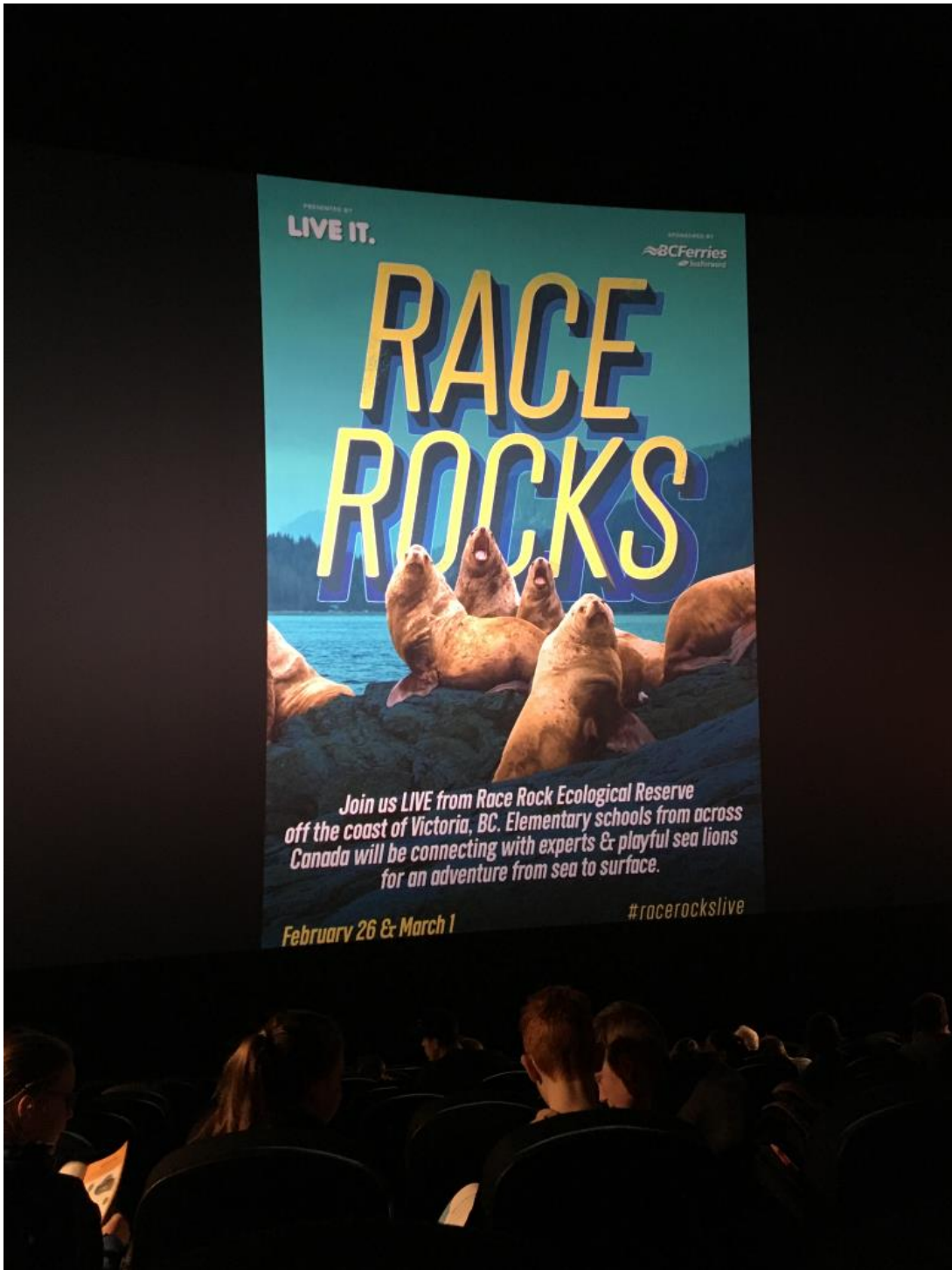
Live It – Mike Irvine, Co-Founder & Chief Executive Director

“Race Rocks is a virtual field trip for elementary school students to connect with experts in the field in real time. In partnership with BC Ferries, BC Parks, UWC Pearson College and Ocean Wise, the Live It platform gives students a digital window into critical environments and research. We are excited to work in partnership with BC Ferries to spark interest and conversation about the Salish Sea.”

Event Photos Attached:



February 26, 2019 - Sea Lions at Race Rocks Ecological Reserve



February 26, 2019 - Live streaming the educational programming at IMAX Victoria