



## Press Release

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### **Brock University part of online scavenger hunt to promote research**

Think you're a good detective? Now's the time to brush up on your clue-hunting skills!

Every weekday during February, Research Matters will be releasing a video "clue" through its Virtual Scavenger Hunt website that in turn will take amateur sleuths to the website of one of Ontario's 21 universities.

Student ambassadors from each of the participating universities will deliver daily video clues via email to registered contestants whose answers can be hunted down online. Clues will also be available on the Research Matters' website.

For further details: <http://yourontarioresearch.ca/contest>

Contestants gather answers to the clues, which relate to research projects happening at the universities. Intrepid scavengers who get all 21 clues correct will be able to unlock a secret message that they can then submit to be entered for grand prizes. There are also daily prizes.

Brock's student ambassadors are Jory Korobanik and Julia Polyck-O'Neill.

"The Virtual Scavenger Hunt directs people to interesting research that's happening around the province," says Korobanik, president of Brock's Graduate Students' Association.

"We need to convey to the public that the research we do in universities is important: it benefits the economy, it benefits culture and society as a whole through the expression of thought and challenging ideas," he says.

"All of the different universities have become sites of knowledge," says PhD student Polyck-O'Neill. "Not only is the Scavenger Hunt promoting an awareness of research that's being currently done here at Ontario universities, it's also promoting an awareness of how many different schools there are, of the greater community, of Ontario universities."

"It's basically a way of celebrating and exploring research in Ontario," she says.

The Research Matters campaign is a collaboration among Ontario's 21 universities to

find new ways to tell stories about how research is changing lives.

Through Research Matters, Brock and other Ontario universities share the activities conducted in its leading-edge laboratories and classrooms, and about how this work affects everyday life, now and in the future.

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