



Press Release

Innovation Communication: Ontario Centres of Excellence Invites Students to Report on Ontario's Hottest Research

Toronto, April 26, 2007 – An expert in forging collaborations across disciplines, Ontario Centres of Excellence (OCE) today announced a roster of six communications students to cover its upcoming conference **Discovery 2007: TO NEXT**. The students will write about a wide array of exciting sessions and keynote speakers, including creative economy guru **Richard Florida**, and an interactive talk with Ray Kurzweil, a US National Inventor's Hall of Fame inductee, via hologram. Following the conference, the students' stories will be posted on www.oce-ontario.org, OCE's website.

For more information about the conference, see www.ocediscovery.com

Discovery 2007: TO NEXT, which takes place on Monday, April 30 and Tuesday, May 1st at the Metro Toronto Convention Centre, will attract hundreds of representatives from the province's research, innovation, and commercialization communities. OCE's commitment to innovation will also be featured in a dedicated youth pavilion showcasing many of the student researchers supported through OCE's extensive talent programs.

"Nurturing a culture of innovation requires that we look beyond the laboratory," says Mark Romoff, President and CEO, Ontario Centres of Excellence. "These students will help create that culture as part of the next generation of science and technology writers – those who will communicate the exciting stories of the knowledge-based economy. These are the stories that will inspire both current and upcoming researchers and entrepreneurs."

The six students participating in **Discovery 2007: TO NEXT** were selected from the Laurentian University-Science North Science Communication Program and the Ryerson School of Journalism. "It's a great opportunity," said Rebecca Spring, a science communication student with a background in English and Ecology. "There's a growing need for people to understand science better and for scientists to share their findings in a language people understand. We will all benefit from improved communication."

Ontario Centres of Excellence marks its 20th anniversary this year, and continues to identify and pursue novel means, methods, and partnerships to enhance the innovation and commercialization potential of Ontario's research institutions and industries.

About Ontario Centres of Excellence (OCE) Inc.

Ontario Centres of Excellence (OCE) Inc. drives the commercialization of cutting-edge research across key market sectors to build the economy of tomorrow and secure Ontario's global competitiveness. In doing this, OCE fosters the training and development of the next generation of innovators and entrepreneurs and is a key partner with Ontario's industry, universities, colleges, research hospitals, investors and governments. Celebrating 20 years of innovation in 2007, OCE's five Centres work in communications and information technology, earth and environmental technologies, energy, materials and manufacturing and photonics.

For more information, please contact Karen Tinsley, Media Relations, Ontario Centres of Excellence, at (416) 762 5704 or Ann Holtby, Marketing and Communications, Ontario Centres of Excellence, at (416) 861 1092.