

For Immediate Release  
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**BC FERRIES SUPPORTS LIVE EDUCATIONAL PROGRAMMING FEATURING  
THE ANNUAL SALMON RUN IN SOOKE**  
**Live It live-streams the natural event to classrooms across Canada**

VICTORIA – Elementary students from across Canada took a virtual field trip to the Sooke River yesterday to learn about the lifecycle of salmon, their environment and the challenges facing the species. Sponsored by BC Parks, and supported by BC Ferries, the live and interactive educational program, produced by Live It, broadcast the iconic west coast salmon run directly into approximately 400 classrooms coast to coast.

Scientists and traditional knowledgekeepers shared their expertise throughout the live-stream, highlighting key information about salmon and their habitat. The use of an underwater camera gave students a unique perspective from beneath the water’s surface. From their classrooms, teachers used the hashtag #liveitsalmon on Twitter to connect with the experts to have childrens’ questions answered in real time.

“We are proud to support Salmon Run Live and help spread valuable information to classrooms across Canada,” said Janet Carson, Vice President, Marketing and Customer Experience. “We operate in one of the most beautiful places on earth and are dedicated to preserving it for generations to come. Partnering with Live It gives us the opportunity to support environmental education in local communities.”

BC Ferries is committed to reducing the company’s environmental footprint through continued investment in environmental stewardship. To view BC Ferries’ Clean Futures Plan, click [here](#). Salmon Run Live was the first in a series of virtual field trips produced by Live It for this 2019-2020 school year. For more information on Live It’s programming, click [here](#).

**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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Additional quotes attached

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## Quotes:

### **Mike Irvine, Co-Founder & Chief Executive Director of Live It**

“Virtual field trips are a great way for elementary school students to connect with experts in the field in real time. The Live It platform gives students a digital window into critical environments and research. We are excited to work with BC Ferries to spark interest and conversation about human and natural impacts on salmon.”

### **George Heyman, Minister of Environment and Climate Change Strategy**

“By supporting educational programs like yesterday’s live salmon run broadcast, we are giving youth a chance to experience nature at work while providing a unique learning opportunity. Through the BC Parks licence plates program, we are able to provide financial support for these types of interactive programs and give kids an early connection to our province’s diverse, natural environment.”