

Sanofi Biogenius Canada unveils new identity for a new generation of young scientists

London, ON - October 1, 2014 - As science, technology, engineering and mathematics (STEM) education takes a more prominent role in the classroom, Canada's most prestigious competition for aspiring young scientists is kicking off its 22nd year with an exciting new redesign and slate of activities that will engage Canadians from coast to coast.

The Sanofi BioGENEius Challenge Canada has been re-branded as Sanofi Biogenius Canada, with a fresh new visual identity designed to inspire budding scientists and researchers, and engage all Canadians in the importance of their work. The term "Biogenius" celebrates the exceptional talent, ability and vision of the high school and CEGEP students who participate in the program, and highlights the breadth and depth of Canada's scientific talent of tomorrow, from biotech and beyond.

Reflecting the program's scientific roots and national reach, the competition's branding will be consistent in both English and French. Its inspirational design includes a new logo, based on a double helix DNA structure, along with a revamped website (biogenius.ca), bilingual Facebook page (Sanofi Biogenius) and Twitter handle (@biogeniusCA).

"Since 1992, Sanofi Biogenius Canada has empowered over 4,000 exceptional high school and CEGEP students. Through their participation in the program, they have had the opportunity to pursue real-world, cutting-edge scientific research projects that have been the launch pads to future studies and careers in biotechnology and other life sciences," said Mark Lievonon, President of Sanofi Pasteur, the corporate founder and co-title sponsor of the competition. "We recognize the importance of keeping in step with the students, teachers, mentors and partners who are the lifeblood of the program, and we look forward to working together to engage the next generation of Canada's science and research community."

The winner of the 2013 Quebec regional SBC competition, Eunice Linh You, said: "Being part of SBC was a truly amazing experience for me. Without SBC, my research project, which focuses on the various possibilities of stem cells, would never have received the level of recognition that it did. I am now in my second year of an Honours Health Science Program and remain extremely grateful for my involvement in the competition. I very much encourage other students across Canada to enter the 2015 edition."

October 1, 2014: SBC Live Forum

To kick off the 2015 competition, Sanofi Biogenius Canada will host a Live Forum Webinar during which a panel of SBC alumni and regional coordinators (professionals and educators from within the life sciences industry) will answer questions about their experience, and how prospective participants and partners can get involved.

Those interested in participating in the Webinar can [watch the live stream](#) and join the discussion by tweeting their questions to @biogeniusCA using the #askSBC hashtag.

The Webinar will take place on Wednesday, October 1, 2014, from 1:00pm to 1:45pm EST.

SBC Lab Cam Photo Challenge: Celebrating the Many Faces of Scientific Research

Beginning October 1, Sanofi Biogenius Canada will bring together and celebrate the work of scientists and researchers from across the generations with a social media photo challenge that shares a glimpse of laboratories from coast to coast.

The SBC Lab Cam Photo Challenge (#SBCLabCam) asks scientists and researchers working throughout the life sciences to post a snapshot of themselves in their daily research environment - whether it be a traditional laboratory or out in the field. In the same post, participants are encouraged to also tag and nominate a friend or colleague to post a photo of their own, to ensure the Challenge reaches the widest possible number of participants. Through this Challenge, Sanofi Biogenius Canada aims to showcase the many faces of bio-science or life sciences in Canada, and to inspire young Canadians as to the extensive range of careers possible in scientific research.

"As Canada moves towards a complex and changing economy, we must ensure that the next generation is prepared for a future that will require strong foundations in both science and technology. By demonstrating the real-world relevance of science and research, SBC plays an important role in engaging a broader audience and inspiring a future generation to pursue careers in science, a goal which is shared by the SBC Lab Cam Photo Challenge," said Jon Fairest, President & CEO of co-lead sponsor Sanofi Canada.

Sanofi Biogenius Canada 2015: November Registration Deadline

Canadian high school and CEGEP students interested in participating in the 22nd edition of SBC can learn more by visiting biogenius.ca. While entry deadlines vary by region, most participants have until mid-November to submit their proposal.

About Partners in Research:

Partners in Research (PIR) is a registered Canadian charity founded in 1988 to help Canadians understand the significance, accomplishments and promise of biomedical research in advancing health and medicine. Since its genesis, PIR has broadened its scope to encompass Science, Technology, Engineering and Mathematics (STEM) as fields of discovery and study for Canadian students.

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