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FOR IMMEDIATE RELEASE

Alberta Science Literacy Association (ASLA) is pleased to announce the completion of a 4 year strategic plan that will position the organization as a leader in science outreach in Alberta.

In January 2011 ASLA hired Framework Management Consultants, a local Calgary company, to facilitate, design, manage, and lead our strategic renewal. Over the summer we have been working on ways to operationalize this plan and are looking forward to the coming months where we will work to implement the many opportunities that were identified.

"The commitment of our provincial board, executive team and network organizations has been unwavering. We all knew it was time to embark on the next chapter. We are all committed and excited to seeing this organization succeed," says Ms. Anita Rossall, ASLA Board Chair.

"There is a lot of work ahead of us but we are not afraid of change, we are energized by our future and look forward to strengthening our role as a leader in science outreach," says Ms. Tamara McCarron, Executive Director, ASLA.

ASLA is the Umbrella Organization for six science networks based in Calgary, Edmonton, Grande Prairie, Lethbridge, Medicine Hat and Red Deer. Each network runs programs that place volunteer scientists in the classroom, offering experiential science opportunities to students - at no cost to students, teachers or schools.

For more information about ASLA please contact:

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