



For Immediate Release
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Canadian Association of Geographers Sponsors GIS Day in Canada

Toronto, ON –ESRI Canada announced today that the Canadian Association of Geographers (CAG) is a sponsor of GIS Day in Canada. The CAG has a mandate to create awareness of geography and Geographic Information Systems (GIS) in Canada. ESRI Canada is very pleased to be working with the CAG to promote participation in GIS Day.

GIS has increasingly become an indispensable tool to help visualize our world. GIS also helps organize and manage vast and rapidly growing quantities of data that describe our world. In turn, GIS users have been building operational systems to better manage infrastructure, control urban population growth, mitigate the effects of natural disasters, reduce poverty and crime, maintain biodiversity, and protect natural places.

“We are very pleased to welcome the Canadian Association of Geographers as a sponsor of GIS Day,” said Alex Miller, President, ESRI Canada. “CAG’s promotion of Geography Awareness Week and GIS day to its membership and the general public is a welcome addition to the host of organizations holding events across Canada.”

GIS Day is a global event that is part of the National Geographic Society’s Geography Awareness Week, which runs from November 12-18 and focuses on promoting awareness about geography education. This year’s GIS Day is going to be held on Wednesday November 15 and will feature games, open houses, lectures, and a host of other activities that will spread the word about the power of the innovative technology and its critical presence in daily life. Over thirty organizations across Canada will be participating in GIS Day by hosting celebrations, many of which will be open to the general public.

“Climate change, energy shortages, air pollution, loss of agricultural lands and green spaces, degraded water resources, and failing urban infrastructures reminds us that there is an urgent need to increase awareness about how the physical and human geography of this country is changing,” said Dr. Barry Wellar, Professor of Geography (ret.), University of Ottawa, and now President of Wellar Consulting Inc., is Media Program Director, Geography Awareness Week for the CAG. “GIS Day, centered in Geographic Awareness Week, is a great opportunity for the geography community of Canada to reach out to Canadians of all ages in all parts of the country and begin to build a relationship that will give geography the regard it deserves.”

About The Canadian Association of Geographers:

The Canadian Association of Geographers (CAG) is the national organization representing Canada's practicing geographers. Major publications of the CAG include: an internationally recognized journal, *The Canadian Geographer*; the annual *Directory* which lists Geography Departments in universities and colleges as well as member government agencies, and provides annual reports on the publications and research interests of faculty members and government researchers; and, a monthly *Newsletter* which presents reports from CAG officials and representatives, departments, and CAG interest groups. Members of the CAG are engaged in all aspects of physical and human geography, and have made major contributions to the development and adoption of geographic information systems in research, teaching, and applications in geography, as well as in such fields as planning, engineering, surveying, hydrology, climatology, transportation, retailing, location analysis, public safety, and urban development. The CAG has a close working relationship with the Canadian Council on Geographic Education, and the Royal Canadian Geographic Society. The CAG maintains a dynamic and informative website which can be viewed at: www.cag-acg.ca/en/

About ESRI Canada:

Established in 1984, ESRI Canada is a Canadian owned company specializing in geographic information systems (GIS) solutions. We distribute the world's leading GIS software solutions from ESRI Inc., Miner and Miner, and Azteca. In order to provide organizations with complete industry-specific solutions we have established an extensive business partner program that includes more than 125 Canadian organizations. ESRI Canada also provides professional services including consulting, training, technical support, and enterprise GIS implementation. We are leaders in providing world-class enterprise GIS solutions for many industries including local government, utilities, public safety and defence, business demographics, education, natural resources, and transportation. ESRI Canada has thirteen regional offices across the country, with headquarters in Toronto, Ontario. For more information, please visit www.esricanada.com or call 1-800-447-9778.

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