



**Genome Québec**  
The Future has Begun



**PRESS RELEASE**  
**For immediate release**

## **A PARTNERSHIP IN FAVOUR OF CREATIVITY AND EXCELLENCE**

### **Génome Québec and Université du Québec join forces to launch a competition popularizing genomics**

**Montréal, January 29, 2007** - Génome Québec and Université du Québec are pleased to announce the launch of the first competition "*Let me explain genomics---J'explique la génomique.*" This competition is aimed at all students registered in a first, second or third year program offered in an establishment of the Université du Québec network. The challenge is to create a **project for an interactive educational tool**, which will help present genomics to an uninitiated public. A **\$10,000** prize will be awarded to the winning team and a **\$5,000** prize will be given to the second-place team. Setting up this competition has been made possible thanks to a joint initiative by Université du Québec and Génome Québec, partners in this project.

By banking on the scientific base, creativity, joint resources and the dynamism of new generations, this competition will help to develop innovative and potentially new tools. Presented for the first time, it was initially conceived to increase the public's interest in life sciences and technology. It also aims to perk up the coming generation's interest in careers in science and technology.

*"We have thought out this project in order to enable Quebecers, and especially the young, to understand the new language associated with DNA and genomics, factors which will lead to major scientific and economic growth in the years to come. Innovation is the future, and in this regard genomics constitutes one of the most promising sectors of Quebec's economy,"* stated Génome Québec's President and CEO, Mr. Paul L'Archevêque.

*"At Université du Québec, the transfer of knowledge is a daily priority which translates notably into activities and scientific popularization projects. For our students, this competition is a unique opportunity to profit from their abilities by using a multidisciplinary approach. We are proud to be associated with Génome Québec for such an initiative, the prospects of which allow us to go beyond the framework of training to be closer to obtaining professional development,"* said Mr. Daniel Coderre, Vice-president of academics and research at Université du Québec.

#### **Procedure**

Participants will form a team comprised of at least three students from two different disciplines: for example, education, communication and information sciences, media arts, life sciences, pure and applied sciences, etc. The team may be made up of students hailing from one or many establishments of the Université du Québec network.

Students participating in the competition must create a **project for an interactive educational tool** (cards, comic strip, web animation in 2D or 3D, classic game or electronic game on CD-ROM or DVD, film or interactive video, etc.) which:

- presents genetics to youths at the high school level (between 13 and 17 years old);
- highlights the contribution of genomics to Quebec's scientific development (for example: quality of care, environment, etc.);
- brings to light certain preoccupations of genomics researchers (for example: economic, ethical, legal and social questions, etc.).

Projects will be selected according to criteria based on scientific rigour, originality, the ability to have the knowledge at the disposal of adolescents and the pertinence of social and economic knowledge acquired. Students have until February 9 to show their interest. Winners will be announced in June 2007.

### **About Génome Québec:**

Génome Québec has the mission to mobilize academic and industrial sectors with regard to genomics and proteomics research. This private non-profit organization invests and manages funds totalling over \$380 million from both the private and public sectors. Génome Québec presently manages projects in six major sectors, that of human health, bioinformatics, ethics, the environment, forestry and agricultural sciences. For more details on Génome Québec and genomics, visit our web site at: [www.genomequebec.com](http://www.genomequebec.com).

### **About Université du Québec:**

Université du Québec gives Quebec society a creative impulse with its more than 86,000 students and nine establishments for training, research and distance learning in over fifty cities. Founded in 1968 by the Quebec state, its mission is to facilitate access to university teaching, contribute to Quebec's scientific development and that of its regions. The establishments of Université du Québec are: Université du Québec at Montreal, Université du Québec at Trois-Rivières, Université du Québec at Chicoutimi, Université du Québec at Rimouski, Université du Québec in Outaouais, Université du Québec in Abitibi-Témiscamingue, Institut national de la recherche scientifique, École nationale d'administration publique and École de technologie supérieure: [www.uquebec.ca](http://www.uquebec.ca)

To know more about this competition: [www.uquebec.ca/genomique](http://www.uquebec.ca/genomique)

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