



## **Sault College Media Advisory**

For immediate release

### **Sault College Hosts *FIRST*<sup>®</sup> *LEGO*<sup>®</sup> League “Body Forward<sup>®</sup>” Challenge**

*Local Children Apply Research and Robotics to Explore How Engineering Meets Medicine  
with the *FIRST*<sup>®</sup> *LEGO*<sup>®</sup> League “Body Forward<sup>®</sup>” Challenge*

(Sault Ste. Marie, ON November 18, 2010) Area children, ages 9 to 14, are among the record 171,000 children around the world who have risen to the 2010 *FIRST*<sup>®</sup> *LEGO*<sup>®</sup> League (FLL<sup>®</sup>) “Body Forward<sup>®</sup>” Challenge. To successfully complete the Challenge, teams of young people must conduct research and build and program a LEGO MINDSTORMS<sup>®</sup> robot to explore one of the most relevant topics facing the world today: how engineering mixes with traditional biological and medical sciences to advance healthcare.

On Saturday, November 27, in the Sault College gym, 12 teams will partner with volunteers to explore the cutting-edge world of Biomedical Engineering to discover innovative ways to repair injuries, overcome genetic predispositions, and maximize the body’s potential with the intended purpose of leading happier and healthier lives. This is both a powerful and empowering event with challenge missions to include bone repair, rapid blood screening, pace makers, nerve mapping, bionic eyes, and object control through thought. Through hands-on experience, expansive thinking, and working in teams, children have a chance to explore a real-world issue to gain an appreciation for and interest in science and technology, and are empowered to make their innovative solutions a reality.

**WHAT:** 12 teams of local children go head-to-head, putting weeks of research, design, and programming to the test in a regional FLL Championship Tournament to win honors and recognition. The FLL season will culminate with the FLL World Festival at the Edward Jones Dome in St. Louis, USA, on April 27-30, 2011.

**WHEN:** Saturday November 27, 2010

Opening Ceremony at 1:00 pm, Awards Ceremony at 3:00 pm

**WHERE:** Sault College Gymnasium  
443 Northern Ave.  
Sault Ste. Marie, ON.

**VISUALS:**

- Amazing, custom-built robots come to life in fast-paced, timed competitions
- Hundreds of festively dressed local children and their coaches putting designs and skills to the test
- Children interacting with local volunteers and meeting with judges from community organizations
- On-site teamwork, troubleshooting, problem solving
- Spirit and excitement as students, families, friends cheer for their local teams

**\*Access to and interviews with students, teachers, coaches, mentors and local sponsors available upon request.**

-30-

#### **About FIRST<sup>®</sup>**

Accomplished inventor [Dean Kamen](#) founded *FIRST*<sup>®</sup> (For Inspiration and Recognition of Science and Technology) in 1989 to inspire an appreciation of science and technology in young people. Based in Manchester, N.H., *FIRST* designs accessible, innovative programs to build self-confidence, knowledge, and life skills while motivating young people to pursue opportunities in science, technology, and engineering. To learn more about *FIRST*, go to [www.usfirst.org](http://www.usfirst.org). To learn more about the “Body Forward<sup>®</sup>” Challenge, go to [www.FIRSTLEGOLeague.org](http://www.FIRSTLEGOLeague.org). View the April, 2010 [FLL World Festival Photo Gallery](#).

#### **About the LEGO Group**

The LEGO Group is a privately-held firm based in Billund, Denmark. The LEGO Group is committed to the development of children's creative and imaginative abilities through high-quality, creatively educational play materials, and its employees are guided by the motto adopted in the 1930s by founder Ole Kirk Christiansen: "Only the best is good enough." For more information, visit [www.LEGO.com](http://www.LEGO.com).

#### **About Sault College**

Sault College reaches students through post secondary, continuing education, apprenticeship training and third party contract training. Sault College offers a full range of programs: Certificates, Diplomas, Advanced Diplomas, Post Graduate Certificates, Degrees, and Apprenticeship programs. Key Performance Indicator (KPI) surveys demonstrate that almost 90% of Sault College students are employed within six months of graduation and student satisfaction is among the highest in the province. Sault College, located in Sault Ste. Marie, Ontario is one of 24 community colleges in Ontario. Visit our website at [www.saultcollege.ca](http://www.saultcollege.ca) for more information.

Please contact:

Tessa Pino, Communications Officer  
Sault College  
705.759.2554 ext. 2830  
[www.saultcollege.ca](http://www.saultcollege.ca)