

Markham Public Library ideaLAB Naming Ceremony – message planner, script

*Names/locations have been changed

BACKGROUND

- Marc will be providing remarks at the Markham Public Library ideaLAB naming ceremony
- ML Energy sponsored the ideaLAB, providing a \$100,000 donation
- On March 17 after the check presentation and photos in the lab, the space will officially be called the ML Energy ideaLAB
- Other speakers:
 - City of Markham Mayor Michael Lopez
 - Michelle Fabro, City Librarian
 - Mallory Tibs, Teen ideaLAB user

Key Audiences

- General public, library employees and ML Energy employees

What are they thinking/feeling?

- General public will see first-hand how the industry is giving back in a way that impacts the entire Markham community
- Library patrons are appreciative of this partnership
- Markham-area youth will appreciate this space as a place for them to learn about STEM education
- ML Energy employees are proud of the partnership we have established with the library and the impact we are having on our youth in this community

Goals for this project

- Demonstrate that ML Energy has a deep-rooted commitment to giving back to the community
- Highlight ML Energy's commitment to STEM education and innovation
- Emphasize ML Energy's appreciation for this partnership and its potential for growth
- Communicate that despite the industry's downturn, the rest of the industry continues to give back to communities, as well
- To highlight our partnership of the 2015 Summer Reading Program

Script

Welcome. I'm Marc Elvin, and I'm proud to represent ML Energy and our employees on this great occasion. For the past 125 years, the Markham Public Library's mission has been to connect people with information, ideas and experiences to provide enjoyment, enrich lives and strengthen our community¹. Similarly, at ML Energy, we strongly believe in the power of learning and encourage curiosity, so we continuously seek opportunities to expose young minds to innovation and technology. And this is exactly why our partnership with the library's ideaLAB makes perfect sense.

ML Energy, just like many other oil and gas companies in the city, is committed to giving back to the communities where we live, work and operate. Our employees give back with both their time and talent. Last year, our Markham-based

¹ Markham Public Library website, 2014 Annual Report

employees spent nearly 700 hours of their personal time volunteering throughout our city; a city ML Energy has called home for the past 50 years².

As it's done for more than a century, this library continues to reach hundreds of thousands of children and teens each year³, demonstrating that this is the ideal institution for us to partner with to inspire the youth in the Markham community. Last year, we were honored to support the library's Summer Reading Program; a program that encouraged more than 40,000⁴ Markham-area children and teens to read thousands of books in the timespan of a just a couple of months.

As one of ML Energy's key investment areas, education that focuses on science, technology, engineering and math helps build a foundation for not only higher education, but also the future of the energy industry. The ideaLAB is a fantastic avenue for ML Energy to invest in STEM education, and it's a privilege that our company name is now associated with such a creative, innovative space in our community.

One of my favorite aspects of the ideaLAB is the fact that it gives the entire Markham community the opportunity to experience leading edge technology and the exposure to STEM education. Nearly 2,000 people are expected to use the space each year⁵ to experience everything from the 3D printers to the electronic toolkits.

We appreciate our relationship with the Markham Public Library and encourage everyone to visit the ML Energy ideaLAB. On behalf of ML Energy, thank you for the opportunity to be part of such an impactful place in our community.

² Company history timeline (HQ in Markham since 1966)

³ Markham Public Library website, 2014 annual report

⁴ Y. Peterson statistic

⁵ Markham Public Library website, ideaLAB