

February 10, 2010

For Immediate Release

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First USA Science & Engineering Festival Takes Science out of the Lab and onto D.C.'s National Mall this October

Washington, D.C. - Imagine chatting with Albert Einstein, building an underwater robot, lunching with a Nobel Laureate, or managing cargo in the space shuttle within a virtual reality environment. These are just a few of the many activities planned for the first USA Science & Engineering Festival (www.usasciencefestival.org).

The two-week celebration of science and engineering begins Oct. 10, 2010 in the Washington, D.C. metropolitan area, and offers hundreds of free events leading up to a two-day Science Expo on the National Mall. Festival organizers hope to have a million people join in across the nation, and the best part—it's all free.

More than 750 exhibits spanning aerospace, green energy, medicine, biotechnology, climatology, robotics, nanotechnology, botany, neuroscience, genetics, and a broad array of other scientific disciplines will provide hands-on activities so participants can experience and interact with the best of science and engineering. Scientists will visit local schools, and many scientific organizations will open their doors to the general public.

Inspiring the next generation of scientists and engineers is a big reason for hosting a giant science party on America's front lawn. A new report by the National Science Board (NSB), says that in 2007, foreign students on temporary visas earned 50 percent or more of all doctoral degrees awarded in engineering, physics, mathematics, and the computer sciences. Global security company Lockheed Martin, which employs approximately 71,000 engineers, is the festival host and has a strategic purpose for its support.

"Lockheed Martin is deeply concerned about the shortage of American scientists and engineers in our country," says Dr. Ray O. Johnson, senior vice president and chief technology officer at Lockheed Martin. "The U.S. needs to reinvigorate future generations to pursue careers in science and engineering. It is a national imperative that we as a nation must address."

Lockheed Martin exhibit attendees will experience a virtual reality environment—discover what it is like to fly a fighter jet, operate a submarine periscope, race a robot, watch a car that drives itself, and much more! The Festival will also offer more than 40 performances by science comedians, bands, magicians, and many others. Satellite events are being organized across the country by universities, student science clubs, national laboratories, and a wide array of other

organizations. These satellite events will help connect attendees outside the Washington, D.C. metro area to those celebrating science on the National Mall.

“There is a great Renaissance of understanding underway in this country among educators, business leaders, and others, that science and engineering must be appreciated as living, breathing, and dynamic entities, and must be taught not just with text books but with the involvement of all the senses,” said Dr. John P. Holdren, science advisor to President Obama and Director of the White House Office of Science and Technology Policy. “That’s why President Obama has launched his Educate to Innovate campaign, along with a number of other science, technology, and math-related initiatives. And it is why he has committed to bringing science events right into the White House—to inspire a new generation of leading scientists and engineers prepared to take on the many challenges facing the Nation.”

Festival sponsors include Lockheed Martin, the Life Technologies Foundation, Clean Technology and Sustainability Industries Organization (CTSI), Larry and Diane Bock, ResMed Foundation, Farrell Family Foundation, Alexandria Real Estate Equities, Northrop Grumman Corporation, Agilent Technologies, Amgen, Celgene Corporation, The Dow Chemical Company, National Institutes of Health, Illumina, You Can Do the Rubik's Cube, Vertex Pharmaceuticals Inc., Genentech Inc., MedImmune, Sandia National Laboratories, Project Lead The Way (PLTW), K&L Gates, NuVasive Inc., FEI Company, Case Western Reserve University, Silicon Valley Bank, Bechtel Corporation, SpaceX and the National Radio Astronomy Observatory.

Another reason to get the nation’s families excited and engaged in science and engineering right now, is because that’s where many of today’s and tomorrow’s jobs will be. The U.S. science and engineering workforce is now at more than 5.5 million and averages a 3.2% growth rate, about double that of the American workforce as a whole, reports the NSB.

“The Life Technologies Foundation is dedicated to increasing society's understanding of the importance of life sciences, and we’re proud to work alongside the wide variety of organizations participating in the USA Science & Engineering Festival,” said Gregory T. Lucier, Chairman and Chief Executive Officer of Life Technologies. “The nation’s scientific community is joining together to inspire and engage the entire nation in the wonders of science, and inform them about careers in fields like biotechnology which will provide job opportunities, and revolutionary changes in medicine, for decades to come.”

Current media partners include *Popular Science and Science Illustrated*, *New Scientist*, EE Times Group, SCIENTIFIC AMERICAN, *POPULAR MECHANICS*, *Forbes Wolfe Emerging Tech Report*, FAMILY Magazine and SciVee, Inc.

More than 350 of the nation’s leading science and engineering organizations are actively participating in the Festival. Here are just a few:

Over 75 Colleges and Universities including Duke University, Gallaudet University, Georgetown University, the University of Georgia, Harvard University, Howard University, the Massachusetts Institute of Technology, Johns Hopkins University, Princeton University, the University of California Berkeley and the University of Maryland.

Over 75 Professional Science & Engineering Societies including AAAS, American Chemical Society, American Indian Science & Engineering Society, American Physical Society, FIRST, Institute of Electrical and Electronic Engineers (IEEE), the National Girls Collaborative Project, National Society of Black Engineers, National Society of Hispanic Physicists and the Society for Neuroscience.

Over 25 Companies including Amgen, Bechtel Corporation, Celgene Corporation, The Dow Chemical Company, Genentech, Lockheed Martin, Life Technologies Foundation, NuVasive Inc., Hitachi, SpaceX and Northrop Grumman.

Over 25 Federal Agencies including the U.S. Department of Energy (DOE), the Environmental Protection Agency (EPA), the National Academy of Sciences, the National Oceanic and Atmospheric Administration (NOAA), NASA, the National Science Foundation (NSF) and the National Institutes of Health (NIH).

Over 25 Museums and Science Centers including the American Museum of Natural History, the Museum of Science Boston, and the Smithsonian Institution National Museum of Natural History.

For a full list see -

http://www.usasciencefestival.org/index.php?option=com_content&view=article&id=52&Itemid=57

The USA Science & Engineering Festival's creator, life science and high technology entrepreneur Larry Bock, was the inspiration and organizer of the highly successful inaugural San Diego Science FestivalSM. For a preview of the types of exhibits planned for the National Expo, view a short video of what happened in San Diego at <http://www.scivee.tv/node/12528>.

“We couldn't find American scientists and engineers to lead the last three high technology companies I helped start,” said Bock. “When I attended science expos in Europe, I realized that a USA Science & Engineering Festival was desperately needed. This event should help engage our youth in science at a level our nation has never seen before.”

About the USA Science & Engineering Festival 2010

The USA Science & Engineering Festival, a two week celebration of science spanning the Washington, D.C. metropolitan area, begins on October 10, 2010, and offers hundreds of free events leading up to a two day Science Expo on the National Mall. More than 500 organizations in industries such as aerospace, botany, biotechnology, climatology, genetics, green energy,

medicine, robotics, sustainability, nanotechnology, neuroscience, paleontology, psychology, sociology and a broad array of others will participate. All events are free to the general public. The primary goal is to reinvigorate American youth's interest in science.
www.usasciencefestival.org.

Related Links

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