

# ATLANTA SCIENCE FESTIVAL™

## 2017 Fact Sheet

**Festival Dates:** March 14-25, 2017

**Overview:** Growing out of a partnership between Emory University, Georgia Tech and the Metro Atlanta Chamber, the annual [Atlanta Science Festival](#), a 501(c)3 nonprofit organization, was founded in 2014 on the principle of making science, technology, engineering, arts and mathematics (STEAM) accessible, interactive and fun for people of all ages.

The Atlanta Science Festival is a collaboration of the most innovative scientific and technology experts featuring businesses, universities and cultural institutions across the region.

**Events:** In its fourth year, the 2017 Atlanta Science Festival will host 100 interactive STEM events in 65 locations throughout Metro Atlanta.

Events that run during the 11-day celebration are geared for people of all ages, including specific programs for kids, teens, adults and families, such as: Robot Soccer; Nerdy Derby; Compost Critters; Drone Day; Zombie Outbreak Game; Rap Guide to Climate Chaos; Trivia Night with HowStuffWorks; Science & Spirituality; You're The Expert; Circus Science; Rock 'n Walk; Chemistry Carnival; and much, much more! More than 75% of the events are free with the others at low cost.

### Launch Event with Mark Kelly

This year's festival will officially kick-off on March 14 with a special appearance by highly decorated American astronaut Captain Mark Kelly at [Glenn Memorial United Methodist Church](#) at Emory University. Attendees will also have the opportunity to make and blast off their own rockets, and have a book signed by Captain Kelly. The event runs from

5:30 p.m. to 8:30 p.m., with admission priced at \$12, and \$8 for children 12 and under, if purchased online in advance ([AtlantaScienceFestival.org/launch](http://AtlantaScienceFestival.org/launch)); and \$15 for all guests at the door.

### EXPLORATION EXPO

The final day of the festival, March 25, will feature an afternoon of interactive exhibits, hands-on activities and shows during the **EXPLORATION EXPO**, to be held from 11:00 a.m. – 4:00 p.m. at Centennial Olympic Park. The free event is perfect for adults, families and children of all ages.

For a full list of activities and events for kids of all ages, please visit: [AtlantaScienceFestival.org](http://AtlantaScienceFestival.org).

## **2016 Highlights:**

### **Strong community support**

- With 36 sponsors and 99 community partners, the Festival raised over \$575,000 in cash and in-kind support.

### **Diverse audience**

- The Atlanta Science Festival audience closely matches Metro Atlanta's racial/ethnic diversity; is 56% female; and comes from 333 unique zip codes.

### **Not just for kids**

- Although the Expo drew 14,000 children under 18 years old, 29% of adult attendees came without children.
- During the Festival week, 65% of adult attendees participated without children.

### **The Atlanta Science Festival makes it easy to enjoy STEM**

- 68% of events were free. 88% of attendees rated the events they attended very good or excellent.

### **Improving its reach**

- The Festival achieved 225 million media impressions in 2016, and hit a milestone of reaching 100,000 people since the inception of the Festival in 2014.

### **Adding value for partners**

- 51% of partners made connections through ASF that resulted in new partnerships. 38% of partners cited ASF as a spark for new professional collaborations.

**Co-Founders:** Emory University  
Georgia Institute of Technology  
Metro Atlanta Chamber

**Executive Co-Directors** Meisa Salaita, Ph.D.  
Jordan Rose

**Sponsors:** The Atlanta Science Festival has the support of more than 80 partners, including the following sponsors:

#### **Platinum**

Emory University  
Georgia Tech

#### **Gold**

Metro Atlanta Chamber  
Delta Air Lines  
Google

#### **Silver**

The Clorox Company  
Georgia Power  
Georgia State University  
Mercer University & Mercer Health Sciences Center  
UPS

#### **Copper**

Cancer Treatment Centers of America  
NSF/NASA Center for Chemical Evolution  
Georgia Natural Gas  
Lenz Marketing  
Northrop Grumman Corporation  
NSF Center for Selective C-H Functionalization  
Thompson Hine  
UCB

#### **Krypton**

Georgia BioEd Institute

Georgia-Pacific  
Georgia Tech Research Institute  
Habif, Arogeti & Wynne, LLP.  
IBM  
IEEE

**Titanium**

BOSEbuild  
Dendreon  
North American Electric Reliability Corp.

**Media**

Clear Channel Outdoor  
Atlanta Magazine  
WSB TV  
WABE

**Distinctions:**

The Atlanta Science Festival is the proud winner of the *2015 Technology Association of Georgia STEM Education Award* for Post-Secondary Outreach.

The 2014 Expo was honored to receive the “*Best Public Event*” award from Association of Destination Management Executives International.

Co-Executive Director Meisa Salaita was named by Atlanta Magazine as one of twelve *Women Making a Mark* in Atlanta for her work with the Atlanta Science Festival.

**Images:**

A selection of Atlanta Science Festival images are available for media use, and additional images can be sourced by request.

Photo credits must accompany publication: *Image courtesy of the Atlanta Science Festival*

Click here to access the suite of images:

<https://www.flickr.com/photos/132069889@N03/albums/with/72157666118658652>

**Social:**

To keep up with the latest happenings during the Atlanta Science Festival, follow the event on Facebook at [AtlantaScienceFestival](#), Twitter at [@ATLSciFest](#) and on Instagram at [@atlsconfest](#).

**Media Contacts:**

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