

# ATLANTA SCIENCE FESTIVAL™

## FACT SHEET

### **About Atlanta Science Festival**

The Atlanta Science Festival, presented by Delta Air Lines, is an annual celebration of local science and technology, featuring more than 100 events throughout metro Atlanta and reaching 50,000 children and adults annually. Festival events feature hands-on activities, tours, tastings, and performances from more than 100 partner organizations, including school districts, colleges and universities, museums, businesses, and civic and community groups. The Festival ends with the explosive Exploration Expo, Atlanta's biggest interactive family science event, with hundreds of hands-on activities in a free carnival of science!

Since the inaugural Festival in 2014, ASF has brought science programming to more than 250,000 people in the metro Atlanta region. Our evaluation data shows the racial/ethnic diversity among Festival attendees closely matches that of the metro Atlanta region, and that our Festival is reaching a wide variety of ages, with 50% of attendees aged 25-44 (no one under 14 years old completed a survey.)

Founded by Emory University, the Georgia Institute of Technology, and the Metro Atlanta Chamber, the Festival is a collaboration among diverse [community partners](#) planning a collection of events for young people, families, and adults. The Festival is managed by Science ATL, a 501(c)3 nonprofit organization dedicated to bringing people together through the wonder of science. Science ATL also produces other initiatives throughout the year, including an online public science events calendar, the Chief Science Officers leadership program for middle and high school students, a science activity passport, and a science communication fellowship

The Atlanta Science Festival is a proud member of the Science Festival Alliance, a professional community dedicated to supporting and creating more and better science and technology festivals. In 2017, Atlanta Science Festival was honored to be recognized by Phi Beta Kappa as one of four organizations building creative exchanges with new and diverse audiences, and Atlanta was named as an [Arts & Sciences City of Distinction](#). 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.

Learn more about the Atlanta Science Festival in its 2018 Annual Report here:  
<http://atlantasciencefestival.org/2018report>.

### **The 2020 Atlanta Science Festival**

The 2020 Atlanta Science Festival, presented by Delta Air Lines, takes place March 6-21, 2020. It begins with a dynamic Launch Event and culminates in the popular Exploration Expo. In between, guests of all ages explore science and technology with more than 100 engaging events, ranging in cost from free to a nominal fee. These include hands-on activities, facility tours, presentations, and performances at a variety of locations throughout Metro Atlanta. Expect coders and hackers, puppets, newts and bees and snakes and superpowers, microbes in action, elephant yoga, roller derby, archeological digs, nature trails, and the science behind wine, coffee, and "Star Wars."

Find the full 2020 festival schedule here: [www.atlantasciencefestival.org/events](http://www.atlantasciencefestival.org/events).

### **Launch Event:**

The Atlanta Science Festival begins with its signature launch event. This year ASF transports the audience to the year 2100 with “2100: A Climate Odyssey,” a theatrically immersive experience of the potential impact of climate change over the next century. With the help of special effects, audio-visual wizardry, actors, and audience interaction, glimpse into the future of Atlanta and explore the way humanity could be affected by global warming, and how we can work together to help mitigate disaster. (8-9:30 p.m. March 6. \$20, \$18 seniors, Ferst Center for the Arts, Georgia Tech, 349 Ferst Drive N.W., Atlanta.)

Find full event details and purchase tickets here: [www.atlantasciencefestival.org/launch](http://www.atlantasciencefestival.org/launch).

### **Exploration Expo**

The Atlanta Science Festival culminates in the Exploration Expo, Atlanta’s biggest family science event. Thousands of curious kids and adults descend upon Piedmont Park to experience the wonder of science with 100 hands-on interactive science booths, live science demos, and shows from local organizations, universities, and companies. Attendees can experience everything from touching a human brain to building biological machines. (11 a.m.-4 p.m. March 21. Free. Piedmont Park, at the intersection of Charles Allen Drive and 10<sup>th</sup> Street, Atlanta. This is a rain-or-shine event.)

Find more info about the Expo here: [www.atlantasciencefestival.org/expo](http://www.atlantasciencefestival.org/expo).

### **Delta Air Lines**

The Atlanta Science Festival is extremely honored to continue its relationship with Delta Air Lines, the presenting sponsor of the 2020 Atlanta Science Festival. Delta Air Lines is committed to building a vibrant and engaged Atlanta community as well as advancing education and shaping the lives of future employees and customers. We are proud to work with Delta Air Lines to engage more students in science, technology, engineering, and math to generate tomorrow’s STEM workforce.

### **The Mission**

The Festival’s mission is to engage the public in a celebration of our local science community, and the ways science, technology, engineering, and mathematics (STEM) help us to better understand and improve our world. Our goals are to:

#### **Foster Connections**

- Engage the public with all aspects of science, technology, engineering, and mathematics (STEM.)
- Strengthen connections between the sciences and the arts (STEAM.)
- Provide opportunities for interactions between STEM professionals and the public.

#### **Build a Curious Community**

- Generate interest in, understanding of, and public discourse on STEM among youth and adults.
- Celebrate and inspire curiosity.

- Expand our community of science enthusiasts across age, race, gender, income, and geography. Carry science programming into neighborhoods across Atlanta that is unique to the needs of each community.

#### Highlight Metro Atlanta

- Highlight metro Atlanta as a national and global leader in innovation, creating a greater public awareness of the science and technology industry and educational assets in our region.
- Support pathways for educational advancement in STEM from cradle to career.

#### **By the Numbers**

*Figures taken from 2019 Atlanta Science Festival*

**Total Attendees:** 60,000

**Exploration Expo Attendees:** 29,000

**Events:** 128

**Volunteers:** 338

**Classroom Visits:** 113 (10,000 students reached)

**Venues:** 85

###