

# ATLANTA SCIENCE FESTIVAL™

## FACT SHEET

### About the 2021 Atlanta Science Festival

The Atlanta Science Festival returns March 13-27, 2021 with 80+ virtual, self-guided, and outdoor events for curious kids and adults. ASF celebrates the world-class learning and STEM career opportunities in metro Atlanta, reaching 60,000 people annually. Event topics range from environmental science and climate to healthcare and COVID, and feature hands-on experiments, walks and scavenger hunts - and so much more. The Atlanta Science Festival is engineered by Science ATL and 50+ [community partners](#), with major support from founders Emory University, Georgia Tech, and the Metro Atlanta Chamber, and from sponsors UPS, International Paper, Lenz, Georgia Power, Cox Enterprises, Mercer University and others. Sadly, the 2021 Festival will not include the Exploration Expo at Piedmont Park as in years past. Full event lineup can be accessed at [2021.atlantasciencefestival.org](http://2021.atlantasciencefestival.org)

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).

The Festival is produced 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 Science Scene](#)," the [Chief Science Officers](#) leadership program for middle and high school students, a science activity passport, a [science communication fellowship](#), and annual events such as the [5K Race Through Space](#).

Learn more about the Atlanta Science Festival and Science ATL in its 2020 Annual Report here: <http://scienceatl.org/2020report>.

### Signature Events

A trio of new signature events highlights the 2021 Atlanta Science Festival:

- **Atlanta 40** - A celebration of 40 notable organisms of the region featuring entertaining videos created by experts and luminaries, along with mini conservation challenges for each.
- **Discovery Walks** - Four family-friendly, self-guided walks featuring exciting science stops. Pick up a free Discovery Walks map for a COVID-friendly science adventure through some of the coolest neighborhoods and parks in Atlanta.
- **City Science Quest** - With help from your mobile device, uncover Atlanta's innovations, discoveries, and STEM careers by completing missions from the comfort of your own home in this app-based scavenger hunt. Prizes will be awarded for these interactive missions.

Additionally, ASF sheds light on COVID-19 with specific events putting healthcare and the pandemic under the microscope. From candid conversations regarding vaccines to busting pandemic-related myths, ASF allows festival goers the chance to expand their understanding of these historic and challenging times.

## **The Mission**

The Festival is part of Science ATL's mission to cultivate an equitable community of lifelong learners across metro Atlanta who are connected and inspired by the wonder of science. Science ATL envisions Atlanta as a science city, where people celebrate a shared appreciation for the ways science and technology are fundamental to the health and prosperity of our community, and where everyone — regardless of race, ethnicity, gender, or socioeconomic status — has equitable access to science learning opportunities.

## **By the Numbers**

*Figures taken from 2020 Atlanta Science Festival*

**Total Attendees:** ASF 2020 was severely curtailed due to COVID-19

**Planned Events:** 138

**Executed Events:** 53

**Volunteers:** 398

**Classroom Visits:** 114 (10,000+ students reached)

**Venues:** 97

*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

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