

# ATLANTA SCIENCE FESTIVAL™

## FACT SHEET

### **About Atlanta Science Festival**

The Atlanta Science Festival is an annual celebration of local science and technology produced by the nonprofit Science ATL with 100+ interactive and educational events. Taking place at locations throughout metro Atlanta and online, the Festival reaches approximately 60,000 children and adults annually (pre-COVID). Festival events feature hands-on activities, presentations, and performances from 60+ 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 hands-on activities in a free carnival of science at Piedmont Park!

Since the inaugural Festival in 2014, ASF has brought science programming to more than 350,000 people in the metro Atlanta region. Evaluation data shows the racial/ethnic diversity among Festival attendees closely matches that of the metro Atlanta region, and that the 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, the STEM Professional School Partnership program, and monthly public science events.

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 2021 Annual Report [here](#).

### **The 2022 Atlanta Science Festival**

The 2022 Atlanta Science Festival takes place March 12-26, 2022. Science enthusiasts of all ages can experience more than 100 interactive and educational events featuring in-person, COVID-safe activities and exclusive online content. The Festival culminates in the Exploration Expo, a big science party in Piedmont Park. Events range in cost from free to a nominal fee. These include hands-on activities, presentations, and performances at a variety of locations throughout metro Atlanta. Expect coders and hackers, puppets and physics, salamanders and snakes, nature trails, and the science

behind ice cream, storms, and “Star Wars.” Each in-person event will have specific COVID-19 safety precautions in place depending on the setting.

Find the full 2022 festival schedule here: [www.atlantasciencefestival.org/events](http://www.atlantasciencefestival.org/events).

## **Exploration Expo**

The Atlanta Science Festival culminates in the Exploration Expo, Atlanta’s biggest family science event. Curious kids and adults descend upon Piedmont Park to experience the wonder of science with hands-on interactive science booths, live science demos, and shows from local organizations, universities, and companies. (10 a.m.-4 p.m. March 26. 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).

## **The Mission**

The mission of Science ATL is to cultivate an equitable community of lifelong learners across metro Atlanta who are connected and inspired by the wonder of science. Our goals are to:

### **Cultivate a Love of Science**

- Inspire a lifelong sense of wonder and curiosity about the world.
- Strengthen the value people place on science.
- Foster positive relationships between the public and science/scientists.
- Increase participation in out-of-school learning opportunities for all ages.

### **Build Community**

- Use the universality of science to bring people together.
- Integrate science into Atlanta’s arts and culture by working with diverse partners.
- Seed and strengthen collaborations.
- Empower young leaders to drive positive change in their communities.

### **Ensure Equitable Access to Science Learning Opportunities**

- Build equitable access to science learning experiences for groups underrepresented in STEM.
- Make BIPOC voices and stories related to STEM more visible.
- Build community partnerships designed to ensure programs are co-created by and welcoming of BIPOC communities.

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