



Bay Area  
**SCIENCE**  
FESTIVAL

## **BAY AREA SCIENCE FESTIVAL KEY MESSAGES FOR PARTNERS**

Central question: Why are you doing this?

- Simply put: it's a **remarkable opportunity to raise awareness and build interest in science across** different ages, neighborhoods and education levels
- The Bay Area is a worldwide leader in science & technology. This Festival is the region-wide event with the history – and future – in mind, with a clear goal of making science programming **exciting and accessible to every resident.**
- We can connect with – and perhaps help **inspire** – the next generation of scientists, providing role models and showcasing work that children and young adults can easily connect/interact.
- **50 events** over a 1-week, and **most will be free**
- Events not only at museums, universities and institutions, but also **in our neighborhoods** – at our libraries, community centers and parks. It's exciting to collaborate to take science "outside" the normal confines of our daily work and show it **at work in "the real world"**
- **Science is key part of our region's growth:** past, present and future
- We are one of **more than 20 organizations participating** (so far). This is a unique opportunity to forge new partnerships and share information across Bay Area institutions in unique way
- This event is part of a national movement. We're one of four cities selected by the National Science Foundation to host such an event (along with MIT, San Diego, and Philadelphia)
- **Why are we doing this?** ....*give specific answer about your organization's mission and why this seemed like such an exciting opportunity*