

**EXHIBITOR TEMPLATE RELEASE: Can be distributed by exhibitors to their local communities, trade press, and other target audiences after February 5. Note: For planning purposes and to avoid press fatigue, please know that the overall festival release is being targeted to local press in the DC metro area.**

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FOR IMMEDIATE RELEASE

Contact: [LOCAL CONTACT NAME/PHONE]

**APR 16-17: [ORG. NAME] to Exhibit at the USA Science & Engineering Festival  
Free Event in Washington, DC to Inspire Kids to Explore STEM Careers**

[CITY, STATE] [ (DATE) ] —[ORG NAME] will be participating in the 4th [USA Science & Engineering Festival Expo](#), with Founding and Presenting Host [Lockheed Martin](#). Designed to inspire the next generation of innovators, the Festival is a **free**, family-friendly expo that allows kids and adults to participate in more than 3,000 hands-on activities and see incredible stage performances.

[ORGANIZATION QUOTE ON WHY PARTICIPATING]

The [Festival Expo](#), which takes place at the Walter E. Washington Convention Center in DC on April 16 from 10am-6pm and 17<sup>th</sup> from 10am-4pm, is the grand finale of the Festival's year-long science celebration. Taking the entire convention center, the Festival Expo will have a [Career Pavilion](#) hosted by Booz Allen Hamilton, where students can meet with scientists, representatives from leading universities, and corporate recruiters and learning about internships, mentorships, scholarships and after-school programs. In addition, the Festival is showcasing space exploration and new technologies and their applications. In all, the Festival expects to draw about 350,000 people.

[DESCRIPTION OF ORGANIZATION'S EXHIBIT/ON-SITE ACTIVITY]

The Festival features science celebrities, explorers, astronauts, athletes, musicians, and experts in fields like robotics, genomics, medicine, paleontology and cryogenics. [Participating celebrities](#) include:

- Grammy Award Winning band They Might be Giants
- Actor Wil Wheaton, Big Bang Theory
- Ellen Stofan, NASA chief scientist
- Sick Science's Steve Spangler
- Doktor Kaboom, science comedian
- Tyraine Ragsdale (a.k.a. Grand Hank), presents the Superpowers of Hip Hop
- "Science Bob," teacher appearing on shows like Jimmy Kimmel Live and Dr. Oz
- Paleontologist Scott Sampson, host of PBS Kids' Dinosaur Train
- Science Cheerleaders

- Deanne Bell, Founder & CEO, Future Engineers, and Co-Host, CNBC's Make Me a Millionaire

Founded by serial entrepreneur Larry Bock and Lockheed Martin executives to address the severe shortage in science and tech talent, the USA Science & Engineering Festival is the nation's largest science festival and was developed to ignite the next generation's interest in considering careers in science and engineering.

“Science is amazing. Staying competitive as a nation means we have to encourage more kids to think about careers in science, technology, engineering and math (STEM). What better way to capture their imaginations than gathering the rock stars of science in one place and providing activities they can really do?” explained Larry Bock, Festival co-founder.

To learn more, visit [www.USAScienceFestival.org](http://www.USAScienceFestival.org) or watch the video at <https://youtu.be/0XQNeDZaYLw>.

**ABOUT [ORG NAME]**  
**[ORG BOILERPLATE]**