



## **Mad Science is proud to partner with NASA's Summer of Innovation Program**

*The world's leading children's science enrichment provider partners  
with pioneers in scientific discovery.*

**Montreal, QC – August 3, 2010.** Mad Science, the world's leading science enrichment provider for children, announced their partnership with NASA's Summer of Innovation program. The Summer of Innovation program is NASA's response to, and the cornerstone of, President Obama's "Educate to Innovate" campaign to improve participation, performance, and excellence in science.

NASA's Summer of Innovation program is a multi-faceted, intensive project that is designed to improve science, technology, engineering and mathematics (STEM) teaching and learning by partnering with organizations such as Mad Science..

For over 15 years, Mad Science summer camps have been entertaining and educating children with their unique, fun, and hands-on approach to science. Children engage in full or half-days of exciting experiments, fun, games and amazing demonstrations. In typical Mad Science fashion, they also make things to take home, which encourages continued exploration of scientific concepts and discovery.

"We are pleased that Mad Science will be a Summer of Innovation partner," said Dovie Lacey, Summer of Innovation Project Manager. "By working with Mad Science, we are able to leverage their unique, hands-on science programming across the United States."

Combining Mad Science's fun and hands-on programs with NASA's out-of-this-world missions is sure to counter the "summer slide", a loss of skills acquired during the school year, and boost summer learning. Mad Science's programs are age-appropriate and built around various science disciplines such as space, rocketry, environment, biology, sport science, and much more.

"Mad Science and NASA have partnered for many years," said Kathy Muloin, President of The Mad Science Group. "Through our after-school program NASA Academy of Future Space Explorers, and through our live science shows at the Kennedy Space Center's Visitor Complex. We are excited to embark on another project with NASA that will bring the wonders of science right to children's doorsteps."

The Mad Science summer of innovation programs will take place across America this summer and in coming years.

### **About The Mad Science Group®**

Mad Science® is the world's leading science enrichment provider, sparking the imagination and curiosity of children around the world. With live performances in schools, camps, homes, theme parks, and performing arts centers, The Mad Science Group has developed more than 200 hours of original content, with thousands of unique interactive experiences! The company delivers its brand of fun science through an extensive network of 200+ franchise locations in 29 countries; two award-winning children's science-based magazines, *KNOW* and *Yes Mag*; and through its award winning, large-venue touring production unit, Mad Science Productions®. For more information, visit [www.madscience.org](http://www.madscience.org).

**About NASA's Education Programs**

NASA's journeys into air and space have deepened humankind's understanding of the universe, advanced technology breakthroughs, enhanced air travel safety and security, and expanded the frontiers of scientific research. These accomplishments share a common genesis: education. As the United States begins the second century of flight, the Nation must maintain its commitment to excellence in science, technology, engineering and mathematics education to ensure that the next generation of Americans can accept the full measure of their roles and responsibilities in shaping the future. NASA will continue the Agency's tradition of investing in the Nation's education programs and supporting the country's educators who play a key role in preparing, inspiring, exciting, encouraging, and nurturing the young minds of today who will be the workforce of tomorrow.

**Media contacts:**

The Mad Science Group  
Elke Steinwender  
Marketing & Promotions Manager  
8360 Bougainville St., Suite 201  
Montreal, Quebec  
H4P 2G1  
514-344-4181 X 110  
elkes@madscience.org

NASA – Summer of Innovation  
Ann Marie Trotta  
Public Affairs Officer for Education  
NASA Headquarters  
300 E Street, SW  
Washington, DC 20546  
202-358-1601  
ann.marie.trotta@nasa.gov