Press release archive

Nature Publishing Group Joins Change the Equation

PRESS RELEASE FROM NATURE PUBLISHING GROUP
16 September 2010

Contact: For Nature Publishing Group: Grace Baynes - +44 20 7014 4063 or **g.baynes@nature.com**; or Jack Deschauer - 202.683.3134 or **jdeschauer@qorvis.com**

For Change the Equation: - Jennifer Mastin Giglio -- 202-729-4248 **Jennifer.Mastin@ogilvypr.com**

Nature Publishing Group Joins Change the Equation
Publisher announces 3-year commitment to STEM education initiative

Nature Publishing Group (NPG) announced today that it has joined Change the Equation (CTEq), a CEO-led initiative to cultivate widespread literacy in science, technology, engineering and math (STEM) in the United States. NPG is committing a three-year "Bridge to Science" initiative in support of CTEq's goals. The several programs within Bridge to Science will build stronger connections between parents, students and scientists, and help to inspire people at large to embrace science as part of their daily lives.

Launched today at a White House event, CTEq will not only achieve President Obama's Educate to Innovate mission to increase private and philanthropic involvement in STEM education, but also will meet a critical need for a workforce and a citizenry fluent in science and math.

"Our success as a nation depends on strengthening America's role as the world's engine of discovery and innovation," said President Obama. "I applaud Nature Publishing Group and its partners for lending their resources, expertise, and their enthusiasm to the task of strengthening America's leadership in the 21st century by improving education in science, technology, engineering and math."

According to Linda Rosen, Chief Executive Officer of CTEq, "If we don't encourage our children and students to get excited about math as well as science, technology and engineering, we are denying them the chance to reach their potential, and be prepared for a future filled with opportunity."

Change the Equation is bringing together companies across multiple sectors, all dedicated to preparing students for STEM-related careers as an investment in their businesses, the economy and public life. Through innovative and effective company-led programs, CTEq aims to fill the opportunity gap with capable and enthusiastic STEM-literate young people.

"I am delighted that Nature Publishing Group is joining the Change the Equation initiative," said Annette Thomas, Chief Executive of Macmillan, NPG's parent company. "At the core of NPG's mission is promoting science to the widest possible audience. Through our world-renowned publications *Scientific American* and *Nature*, alongside new innovative science education resources such as Scitable, we are aiming to inspire the next generation of scientists, and make science a central part of everyday life."

In 2011, *Scientific American* will launch "Bring Science Home", a major new effort to provide parents simple experiments they can do with their children. In "Citizen Science", *Scientific American* will create an online platform for children and adults to participate in ongoing scientific research conducted by major research institutions. Examples of possible projects include asking children to track sightings of rare butterfly species in support of an environmental research study.

Under the "Return on Science Education (ROSE)" initiative, Nature Publishing Group and Change the Equation member Cisco Systems are jointly developing a model for assessing the ROI from national-level expenditures on STEM education. The results of the ROSE program, planned for release in Fall 2010, are intended to strengthen cases for investment in STEM and to guide national policy-making.

In the "1000 scientists in 1000 days" program *Scientific American* and several Nature journals will recruit 1000 scientists to donate their time to promote STEM education, for example by visiting classrooms through efforts such as National Lab Day.

Under the "Scitable" program, NPG publishes authoritative scientific learning pathways in life and physical sciences for high school and college classrooms. In the "Bench to Blackboard" program NPG, in a collaboration with Baylor College of Medicine, will provide cost-free professional development to 50,000 high school biology teachers of more than 400,000 students.

-ENDS-

About Nature Publishing Group (NPG)

Nature Publishing Group (NPG) is a publisher of high impact scientific and medical information in print and online. NPG publishes journals, online databases and services across the life, physical, chemical and applied sciences and clinical medicine.

Focusing on the needs of scientists, ***Nature*** (founded in 1869) is the leading weekly, international scientific journal. In addition, for this audience, NPG publishes a range of *Nature* research journals and *Nature Reviews* journals, plus a range of prestigious academic journals including society-owned publications. Online, nature.com provides over 5 million visitors per month with access to NPG publications and online databases and services, including *Nature News* and *Nature Jobs* plus access to *Nature Network* and Nature Education's **Scitable.com.**

Scientific American is at the heart of NPG's newly-formed consumer media division, meeting the needs of the general public. Founded in 1845, ***Scientific American*** is the oldest continuously published magazine in the US and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 16 local language editions around the

world it reaches over 3 million consumers and scientists. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in Germany.

Throughout all its businesses NPG is dedicated to serving the scientific and medical communities and the wider scientifically interested general public. Part of Macmillan Publishers Limited, NPG is a global company with principal offices in London, New York and Tokyo, and offices in cities worldwide including Boston, Buenos Aires, Delhi, Hong Kong, Madrid, Barcelona, Munich, Heidelberg, Basingstoke, Melbourne, Paris, San Francisco, Seoul and Washington DC. For more information, please go to **www.nature.com**.

About us
Contact us
Accessibility statement
Help
Privacy policy
Use of cookies
Legal notice
Terms
Naturejobs
Nature Asia
Nature Education
RSS web feeds

Search: go

SPRINGER NATURE

© 2019 Nature is part of Springer Nature. All Rights Reserved.

partner of AGORA, HINARI, OARE, INASP, ORCID, CrossRef, COUNTER and COPE