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SCIENTIFIC AMERICAN LAUNCHES PROGRAM TO HELP AMERICAN FAMILIES BRING SCIENCE HOME

PRESS RELEASE FROM NATURE PUBLISHING GROUP
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May 02, 2011 – *Scientific American*, the longest continuously published magazine in the U.S., is proud to announce its Bring Science Home initiative, launching on May 2, 2011. Bring Science Home is a free month-long online series designed to inspire a new generation of "Scientific Americans." Kids and parents can do the fun science activities together in just a few minutes a day, using readily available household materials. The goal is to show that science is fascinating, accessible and a part of everyday life.

In September 2010, Nature Publishing Group (NPG), *Scientific American's* parent organization, joined Change the Equation, a CEO-led public-private partnership to cultivate widespread science, technology, engineering and math (STEM) literacy in the United States. Bring Science Home is part of NPG's three-year Bridge to Science commitment in support of Change the Equation's goals.

"A challenge of improving our nation's performance in science education is that children who get turned off at a young age may never come back," said Mariette DiChristina, Editor-in-Chief of *Scientific American* and one of the creators of the program. "Studies have found that even in kindergarten, students are forming negative views about science. Bring Science Home is a way that parents can play a major role in showing their kids that science is cool, and not intimidating."

The first activity of Bring Science Home will be announced on May 2 and a new one will be posted each weekday throughout the month. Activities include building a homemade compass and getting iron out of your cereal. All the activities, videos, fun facts, and questions and answers will be housed on a dedicated education section of the *Scientific American* website (scientificamerican.com) and shared on Facebook, Twitter and YouTube. The activities were developed with members of the National Science Teachers Association so that they would echo themes taught in early grades and are most suitable for kids age six to 12. Parents and kids will find that the activities are all simple to perform and easy to clean up.

In addition to Bring Science Home, *Scientific American* is initiating two more Bridge to Science programs on May 2, also available on the education section of scientificamerican.com. Citizen Science, which will develop through 2011, invites amateur scientists to become a part of actual scientific research projects. In 1,000 scientists in 1,000 days, a three-year program in support of Change the Equation, *Scientific American* and Nature Publishing Group are recruiting more than 1000 scientists to promote STEM education. A service to match teachers with scientists will be available in Fall 2011.

For more information about the program, please visit the website at:
ScientificAmerican.com/BringScienceHome
Nature Publishing Group Joins Change the Equation
SA Perspective: Start Science Sooner
SA From the Editor: Reflections From Science

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About *Scientific American*

Scientific American is at the heart of *Nature Publishing Group'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 U.S. and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 14 local language editions around the world it reaches more than 5 million consumers and scientists. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in Germany. For more information, please visit www.scientificamerican.com.

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