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SCIENTIFIC AMERICAN TO RECRUIT 1,000 SCIENTISTS TO SUPPORT SCIENCE EDUCATION

PRESS RELEASE FROM NATURE PUBLISHING GROUP
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Scientific American is proud to announce its 1,000 Scientists in 1,000 Days initiative, which opens today. *Scientific American* and Nature Publishing Group (NPG), *Scientific American's* parent organization, are recruiting more than 1,000 scientists over three years to volunteer to support science, technology, engineering and math (STEM) education.

In September 2010, NPG joined Change the Equation, a CEO-led public-private partnership to cultivate widespread STEM literacy in the United States. 1,000 Scientists in 1,000 Days is part of NPG's three-year Bridge to Science commitment in support of Change the Equation's goals.

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The first phase of 1,000 Scientists in 1,000 Days is a call to action for interested scientists to sign-up to volunteer for activities ranging from classroom visits to hosting a field trip to their lab. In Fall 2011, 1,000 Scientists in 1,000 Days will allow K-12 teachers and schools to register and will feature a matching service to pair them with scientist volunteers.

"Only 40% of fifth and 80% of eighth grade mathematic and science teachers hold either a degree or certificate in their teaching field," said Mariette DiChristina, Editor-in-Chief of *Scientific American*. "I'm excited to connect these teachers with scientists, who can bring their extensive experience to the classroom."

On May 2, *Scientific American* will launch a dedicated education section of its website (scientificamerican.com/education), which will house the 1,000 Scientists in 1,000 Days sign-up form. *Scientific American* and NPG will also call for volunteers in print and online campaigns across their many products and services for researchers. ScientificAmerican.com receives over 2.7 million unique visitors a month and Nature.com, home of the journal *Nature* and the Nature research journals, receives over 6 million unique visitors a month.

NPG will also work with the Lindau Nobel Laureate Meetings to encourage US attendees to sign up for 1,000 Scientists in 1,000 Days. This year from June 26 - July 1, 2011, 26 Nobel Laureates and 570 young researchers from 80 countries will meet at Lindau, Germany, to exchange ideas, discuss projects and build international networks.

In addition to 1,000 Scientists in 1,000 Days, *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. Bring Science Home is a free month-long online series of fun science activities parents can do with their children at home.

Links: **ScientificAmerican.com/education**
www.nature.com
Lindau Nobel Laureate Meeting goes social
Nature Publishing Group to produce online videos of Lindau Nobel Laureate Meeting
www.lindau-nobel.org
www.lindau.nature.com

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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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