



## **MEDIA ADVISORY**

**CONTACT:** Alyssa Sullivan 617-899-8631 (cell)

***Interview opportunities are available on the day of the event, days leading up to and all during STEM Week from March 7-15.***

**NOTE FOR MEDIA:** When you arrive on-site, come to the Park in the Park grass area and CALL/TEXT Alyssa 617-899-8631

## **12<sup>TH</sup> ANNUAL SAN DIEGO FESTIVAL OF SCIENCE & ENGINEERING KICKS OFF WITH EXPO DAY AT PETCO PARK**

**Saturday, March 7 At 10 A.M.**

**Petco Park – Downtown San Diego**

*More than 27,000 are expected to attend the free event*

### **WHAT IS EXPO DAY?**

- The 12<sup>th</sup> annual San Diego Festival of Science & Engineering's signature event, **EXPO DAY (Saturday, March 7)** at Petco Park is a full day of STEAM fun provided by hundreds of San Diego area businesses, schools, libraries, and museums. **Admission is free for all and open to the public.**
- Presented by Illumina Foundation, EXPO DAY features more than 130 exhibitors. The kick off event will bring back dozens of new and returning hands-on learning, interactive activities and experiments to inspire kids (and kids at heart!) to engage in all things science, technology, engineering, arts and math (STEAM).
- Two main stages with free performances - one inside Park at the Park and one atop of the Padres dug-out inside the stadium!
- EXPO DAY is just the tip of the iceberg! The fun continues with **STEM Week from March 7-15** at various locations throughout San Diego County. The festival is one of the largest in the U.S. More than 70,000 children, parents, and STEAM fanatics are expected to attend all week long.
- All Expo and Festival Week details are at [lovestemsd.org](http://lovestemsd.org).

**WHEN:** Saturday, March 7, 2020, 10 a.m. to 5 p.m.

**BEST TIME TO COVER:** Between 7 a.m. to 3 p.m. We can arrange for early morning TV live shots if needed, but those will need to be arranged in advance of March 7.

**WHERE:** Petco Park, 100 Park Blvd, San Diego, CA 92101 (Downtown San Diego)

**COST: FREE ADMISSION**

**PARKING:** Discount options available. Visit [www.lovestemsd.org](http://www.lovestemsd.org) for more info.

**FOOD:** Families can bring in a sack lunch. The same food restrictions apply as a Padres game. There will also be \$8.50 meal deals for children.

**SPOKESPERSONS:**

- Sara Pagano, Managing Director, San Diego Festival of Science & Engineering (SDFSE)
- Silvana DelPiccolo, Director of Community Outreach, SDFSE
- Karen Possemato, Vice President of Global Marketing and Communications, Illumina
- Joe Panetta, CEO, Biocom
- Annie DeMascole, Social Impact, Viasat

**EXPO DAY IMAGES**

**Some Anticipated EXPO DAY Features/Highlights for 2020:**

- **Millipore Sigma's Curiosity Cube:** a retrofitted shipping container turned mobile science lab, travels North America bringing hands-on science to visitors. Equipped with the latest technology, the Curiosity Cube's goal is to spark curiosity within the future generation of scientists.
- **Add the "A" in STEAM:** Attendees can take part in the beautiful representation of past, present and future *Women In STEM*, by way of an interactive mural with their own handprints at Viasat's booth inside of Park At The Park.
- **The Flu Bug:** Visit Quidel's booth to get a first look at how quickly the flu can spread and watch it light up guests throughout the park as the epidemic grows with contact.
- **Pre-K Zone:** Inspire even the tiniest innovators to ignite their love for science! Collaborators in this special space include: Children's Discovery Museum, the San Diego Library, Science Delivered and North American Fitness and Health. The Pre-K Zone will give children under 5 an opportunity to participate in STEAM-related activities. Visit the Pre-K Zone to excite your tiny future innovators. Let their imaginations run free, they just might change the world.
- **TEDxKids@EICajon Take the Stage:** TEDxKids@EICajon will join us for a third year for TEDx kids talks starting at 11 a.m. on the Dugout Stage. Hear some inventive ideas from some of tomorrow's future movers and shakers. You'll laugh, smile and be proud of the skills these students are learning in public speaking, and leadership. Organized by the Cajon Valley Union School District, these TEDx Talks offer a unique platform for students to share their ideas. Connect with our future leaders and leave inspired.
- **League of Extraordinary Scientists & Engineers (LXS):** Join some of the brightest minds in San Diego County inside the Omni Premier Club on the concourse level. Have questions about Entomology, Nano Tech, Artificial Intelligence, Genomics, Oceanography, Science or Astronomy? Listen and engage with scientists from San Diego companies and organizations who are active in their industries at an engaging Fireside Chat. Be sure to also stay for the LXS Science Tour, which offers hands-on activities for scientists of all ages.

- **EXPO DAY Stage Performances:** Everyone's favorite math rappers – *The Music Notes* – return this year. Through rhythm and rhyme they break down math concepts from simple addition to advanced algebra. Fleet Science Center, Mad Science, General Atomics and many others captivate audiences with explosive STEAM fun. The experts at Ecovivarium give guests an up close and personal experience to reptiles who call Southern California home. Additional acts will be added.
- **The INFO booths:** Bringing you more than just maps this year! Lead by the efforts of San Diego County Office of Education, each booth will feature a lifesize poster, celebrating a unique female in STEAM history. After learning, guests can pick up inspirational buttons and headbands to celebrate International Women's Day, as well as create their own "why STEAM inspires me" lunch bag.

## **FESTIVAL FUN CONTINUES THROUGH MARCH 15th**

After EXPO DAY, the fun continues with over 90 events during **STEM Week (March 8-15)** – eight days of learning, interaction and behind-the-scenes opportunities for K-12 students, adults and families to ignite their passion for STEM and STEAM education. Also making its return is the popular **21 and Up Series**. In collaboration with the Fleet Science Center, the 21 and Up Series spotlights adult science enthusiasts and encourages them to continue and share their passion for STEM and STEAM with others, proving learning doesn't stop after school. Visit [lovestemsd.org](http://lovestemsd.org) for full festival schedule updates and to register for individual events. Festival events are FREE and open to the public unless otherwise stated.

## **WHY IS STEM WEEK IMPORTANT?**

- The San Diego Festival of Science and Engineering above all aims to make learning fun for all ages!
- Engage kids and adults in science, technology, engineering, arts and math (STEAM) education.
- Bolster the San Diego region's reputation of being a leader in the science industry.
- Break down some of the most complex subjects into simpler ways of understanding.
- Expand the general public's understanding of the relevancy of STEAM in everyday lives, and ignite the spark that will inspire a path to a STEAM career right here in San Diego
- Break stereotypes of what STEAM careers should be, and bring together enthusiasts of all backgrounds, cultures, neighborhoods, and ages to showcase how everything is intertwined in STEAM.
- Provide an opportunity for everyone to interact with some of the brightest minds at global STEAM companies and research institutions headquartered here in San Diego, such as Illumina, Biocom, Qualcomm, Thermo Fisher Scientific, and Sanford Burnham Prebys Medical Discovery Institute.

## **MORE ABOUT STEM AND STEAM EDUCATION**

- Science, technology, engineering, arts, and math (STEAM) education is closely linked with our nation's social and economic prosperity, and strong STEAM skills are a central element of a well-rounded education.
- In California, where STEAM clusters are among the fastest growing in the world, it is vital that students engage in STEAM fields in order to meet workforce demands.
  - College graduates with STEAM backgrounds will have twice as many job opportunities as non-STEM graduates.
  - Employment in STEM-related fields will increase by 1 million during the next decade.
  - In California, there are approximately five people searching for every available job. Meanwhile, there were 1.5 STEM jobs available for every job seeker.

- At all levels of educational attainment, STEM job holders earn 11% higher wages compared to their same-degree counterparts in other jobs.
- Through 2018, there will be 2.4 million STEM job openings nationally; 1.1 million are net-new jobs.
- Yet as the demand for STEAM professionals continues its upward rise, based on current trends, we are not producing enough qualified candidates to fill these roles:
  - U.S. students ranked 40th (out of 73) in math.
  - 29% of U.S. students did not meet the baseline proficiency for math.
  - U.S. ranks 25th in science.
  - 20% of U.S. students did not meet the baseline proficiency for science.
  - When choosing a college major, 0.4% of high school girls select computer science.
  - Underrepresented minorities earn only 11% of all engineering degrees.
  - The number of U.S. citizens and permanent residents earning graduate degrees in science and engineering fell 5% in 2014 from its peak in 2008.

#### **LEADING SPONSORS INCLUDE:**

**Presenting Sponsor:** Illumina Foundation - **Platinum Sponsors:** Biocom, Qualcomm Incorporated - **Gold Sponsors:** ABC 10News, City of San Diego, Live Well San Diego, MeTV - **Silver Sponsors:** Amor 102.9 FM, Cox Communications, Fleet Science Center, Hologic, Que Buena 106.5 FM, San Diego County Board of Supervisors, San Diego County Office of Education, San Diego Padres, Vertex Pharmaceuticals, Viasat.

#### **About San Diego Festival of Science & Engineering**

The mission of the San Diego Festival of Science and Engineering is to engage kids in science and engineering. By doing this, the organization expands the general public's understanding of the relevancy of science and engineering in everyday lives, illuminates why the United States must maintain its leadership role in science and technology, and work with parents and teachers to inspire today's students to become tomorrow's science, technology, engineering, and mathematical (STEM) innovators. For more information, visit [lovestemsd.org](http://lovestemsd.org) or call 858-455-0300 ext. 4152. Connect on Facebook ([facebook.com/loveSTEMsd](https://facebook.com/loveSTEMsd)) and Twitter (@LoveSTEMsd).

#### **About Biocom Institute**

The mission of the Biocom Institute is to support life science innovation and success in San Diego by providing our community with K-12 student and teacher STEM outreach, innovative industry-vetted professional development programs and key veteran focused mentorship and internship programs. In pursuit of this mission, we support: mentorship that ensures diversity; science and technology information that mobilize communities; corporate social responsibility campaigns that strengthen the bottom line and a culture of collaboration that maximize resources. For more information, visit [biocominstitute.org](http://biocominstitute.org).

#### **About Illumina Foundation**

The mission of the Illumina Corporate Foundation is to share the promise of genomics with communities around the world. We are focused on helping educators bring genomics into their classrooms as well as helping patients understand the hope genomics represents in areas including reproductive health, rare and diagnosed disease and cancer. The foundation also supports programs that enable Illumina Inc. employees to give back to the communities in which they live and work.

