



North Bay **SCIENCE** FESTIVAL

SCIENCE IS EVERYWHERE!

Help us show the North Bay's
families and adults with a
Science Festival

Oct 30 – Nov 5, 2011

**Honorary
Co-Chairs
Supervisor**

Susan Adams
County of Marin

Supervisor

Efren Carrillo
County of Sonoma

Brian Kennedy

CEO Buck Institute

North Bay Counties

Marin
Napa
Solano
Sonoma

Partners

California Academy
of Science

BayBio

Buck Institute for
Research on Aging

Chabot Space Center

Exploratorium

KQED

NASA

Stanford University

UC Berkeley

UC San Francisco

USGS

Dear Science Enthusiast:

America is losing momentum in science, research and manufacturing – leading to a real shortage of young engineers and scientists, future innovators and mathematicians. Research shows test scores are low: nationally, less than a third of our students are proficient in science. In California, scores are even lower.*

As local leaders in science, commerce, education and government, we have the power to make a difference. Today, we ask you to join us in this important cause. Together we can boost the Bay Area's interest in science, technology, engineering and math careers. We are providing a big venue – Infineon Raceway for a free Science Carnival in the North Bay. We recognize you and your organization as a "Science Asset" in the North Bay and would like you to participate.

You are invited to reach out and celebrate a week-long Science Festival this Fall, the first annual Bay Area Science Festival. This Bay Area event is coordinated by the University of California at San Francisco. In the North Bay, the Marin and Sonoma Supervisors, the Buck Institute for Research on Aging, and the North Bay Leadership Council are coming together to launch this annual Festival.

The initiative is supported by the National Science Foundation. Successful Science Festivals have already taken place in San Diego, New York and Boston. This year Philadelphia and the San Francisco Bay Area debut this powerful event.

The week long North Bay Science Festival will take place at venues all around the North Bay (including yours?). The week's activities culminate with **Discovery Day** on Nov 5th with a (free to the public) event of 5000 people at **Infineon Raceway**.

To make this inaugural festival a success, we need your support. Your support can be as a sponsor, exhibitor, providing site tours, in kind donations, volunteers, shared expertise, volunteers and more. Whatever your level of participation, it will contribute to making science come alive for our children and brighten their futures and the future prosperity of the North Bay.

Please find additional information that tells more in the enclosure.
You may also visit www.bayareascience.org for more information

Help us show North Bay families how science, technology, engineering and math (STEM) are interesting, fun and hold promising local careers for the future. Our aim is to inspire STEM careers to build a globally competitive workforce and increase the economic vitality of the North Bay.

Please consider joining the North Bay Science Festival team today. We want to include you on the roster that we are building for this Fall's event NOW. Signal your participation with the enclosed envelope, or contact Melinda Pahl, our project coordinator, at Education@BuckInstitute.org, or (415) 454-3652.

Sincerely,



Susan L. Adams, PhD, RN
Board of Supervisors



Brian K. Kennedy, PhD
President and CEO



Efred Carrillo
Board of Supervisors



P.S. We need your help to make sure that the North Bay shines in the friendly competition with other regions in the Bay Area Science Festival. We have great scientists and science assets here and will showcase them in their best light. There are many ways to participate. We need hands-on science and engineering showcases and interactive demonstrations. We need the best minds and many hands to make our science festival attract young people to fulfilling careers that will boost our economic competitiveness and bring jobs to the North Bay.

Act today to show that you want to be a part of the winning team by:

- returning the enclosed form, or
- sign-up at BayAreaScience.org, or
- Call or e-mail our Project Coordinator -- Melinda Pahl @ 415 454-3652. Education@BuckInstitute.org

*SOURCE: U.S. Department of Education, Institute of Education Sciences, National Center for Education Statistics, National Assessment of Educational Progress (NAEP), 2009 Science Assessment.

Buck Institute for Research on Aging
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