



November 16, 2009

Subject: *Science Matters* Community Event in Phoenix Featuring Bill Nye the Science Guy!

Dear Colleagues:

We need your help to spread the word to teachers and parents about a special *Science Matters* Community Event to be held in Phoenix on Saturday, December 5. The event is **FREE** and is being held to build awareness about the importance of science learning during the elementary school years.

The *Science Matters* Community Event for Phoenix-area elementary teachers, parents, families, and community members will be held in conjunction with the National Science Teachers Association (NSTA) Phoenix Area Conference on Science Education (December 3-5). The event will feature special guest Bill Nye the Science Guy and will take place on **Saturday, December 5, from 9–11 am, at the Phoenix Convention Center**. Those attending the FREE event will also gain access to the NSTA Conference Exhibit Hall where the *Science Matters* Community Event will take place. The program will highlight hands-on science activities that will excite and inspire teachers and parents, and demonstrations that will spark students' enthusiasm for science. A variety of local and national science and education organizations will engage attendees in exciting activities such as building a watershed model that demonstrates principles behind water flowing through watersheds. Attendees will also hear from national and local speakers about the importance of quality science education.

The *Science Matters* Community Event is graciously sponsored by the ExxonMobil Foundation, WGBH Teacher's Domain, and PBS and co-hosted by NSTA and ASSET/Eight Arizona Public Television. The doors open at 9:00 a.m. The first 150 participants through the door will receive *Science Matters* tote bags filled with science novelties and other items donated by companies and organizations exhibiting at the NSTA Conference. Following the event, participants are invited to browse the NSTA Exhibit Hall where more than 100 companies and organizations will showcase state-of-the-art science materials and products.

The event in Phoenix is the second of many community events around the country that are a part of NSTA's *Science Matters* public awareness initiative, designed to rekindle a national sense of urgency and action among schools and families about the importance of science education. The *Science Matters* Community Event is providing both teachers and parents with teaching resources and information on quality learning experiences in the sciences—starting at an early age—and information on why science education is critical to science literacy and our future workforce.

Anyone who is already registered for the NSTA Phoenix Area Conference on Science Education can gain access to the *Science Matters* Community Event with their Conference badge. Non-registered guests who will attend only on Saturday may register for a free event badge online in advance and then pick up their access badge at the Convention Center on the morning of the event, beginning at 7:30 a.m. More information and details on how to register can be found on the *Science Matters* website at www.nsta.org/sciencematters.

Please share this invitation and the event information with elementary teachers and families of elementary students in your school, district or community. Attached is a poster with details about the event that can be distributed to those whom you invite and through your distribution networks. We also encourage you to visit the *Science Matters* website for additional details and updates about the event.

If you have questions, please feel free to contact me at 703-312-9241 or mwiggins@nsta.org.

Sincerely,

Marie C. Wiggins

Marie C. Wiggins
Senior Director, Competitions and Teachers Awards
National Science Teachers Association

***Science Matters* Community Event
Schedule of Activities**

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| 7:30 a.m. | Onsite registration begins |
| 9:00 a.m. | Doors open |
| 9:00–10:45 a.m. | Program and hands-on science activities and demonstrations |
| 10:45 a.m. | Raffle and door prizes |
| 11:00–Noon | NSTA exhibition hall open for participants |