**MEDIA ADVISORY**

**EXCELLENT PHOTO, VIDEO, AND INTERVIEW OPPORTUNITIES**

FOUR LOCAL PARTNERS TO ANNOUNCE PUBLIC AWARENESS CAMPAIGN:

*MATHEMATICS + SCIENCE = SUCCESS*

**WHO:** Carnegie Science Center: Ann Metzger and Ron Baillie, Co-Directors
FedEx Ground: Sev McMurtry, Senior Vice President, Operations Planning and Engineering
Math & Science Collaborative: Nancy Bunt, EdD, Program Director
WTAE 4: Mike Harvey, Chief Meteorologist
Natalie Nash, award-winning student at local and international science fairs, and her mother, Audrey

**WHEN:** Wednesday, June 6, 2012
1:30 pm

**WHERE:** Carnegie Science Center’s Bayer Science Stage
One Allegheny Avenue, Pittsburgh, PA 15212

**WHY:** To meet the needs of burgeoning industries like biotechnology, information technology, energy, and advanced manufacturing—locally and regionally—the next-generation workforce must develop skills in science, technology, engineering, and math (STEM). Pittsburgh is currently enjoying job growth, not job loss—and those jobs predominantly require STEM skills. Students must be encouraged to take mathematics and science courses in order to equip themselves for possible advanced study and careers in STEM and to become scientifically literate citizens and educated consumers. Parents need to cultivate their children’s interest in math and science. Yet many students and parents believe that only special people have the genetic makeup to deal with math and science. Carnegie Science Center, the Math & Science Collaborative, FedEx Ground, and WTAE 4 have teamed up in a campaign designed to counteract that misconception and promote math and science education as keys to the future.
About Carnegie Science Center
Carnegie Science Center brings the world of science alive for visitors of all ages. One of the four Carnegie Museums of Pittsburgh, the Science Center features hands-on exhibits, three live demonstration theaters, a four-story Omnimax theater, Highmark SportsWorks®, an interactive full-dome digital planetarium, a Cold War-era submarine moored on Pittsburgh’s Ohio River, the world’s largest and most comprehensive robotics exhibition, and a world-renowned model railroad display. Carnegie Science Center is located at One Allegheny Avenue on Pittsburgh’s North Shore next to Heinz Field. Visit CarnegieScienceCenter.org, or call 412.237.3400 for more information.

About FedEx Ground
Headquartered in Pittsburgh, FedEx Ground specializes in cost-effective, small-package ground shipping, offering dependable business-to-business delivery and convenient residential services. With a network of more than 500 distribution hubs and local pickup-and-delivery stations, FedEx Ground employs approximately 59,000 people. Its operations are supported by more than 9,000 independent businesses that pick up, deliver and transport over 5.1 million packages daily throughout the United States and Canada. The company reported annual revenue of $8.5 billion in fiscal year 2011.

About the Math & Science Collaborative
By working together, Southwest Pennsylvania can better prepare all students to fully participate in the ever-changing future as mathematically and scientifically literate citizens. The Math & Science Collaborative (MSC) coordinates efforts and focuses resources through innovative, evidence-based, regional approaches to the teaching and learning of mathematics and science from preschool through university. Founded in 1994 at the Carnegie Science Center, now supporting all schools in 11 counties, MSC has been headquartered at the Allegheny Intermediate Unit since 2002.

About WTAE 4
WTAE is a digital multi-media company providing news, weather, sports, information and entertainment content on WTAE 4, www.WTAE.com, and thisTV Pittsburgh. WTAE Channel 4 Action News is honored with prestigious broadcast journalism awards including the Peabody and Edward R. Murrow Award. WTAE Weather Watch 4 is Western Pennsylvania’s most recognized weather forecast provider and is available on air, online, and on mobile phones. WTAE TV, the ABC station in Pittsburgh the nation’s 23rd largest market, is owned by Hearst Television Inc., a wholly owned subsidiary of the Hearst Corporation, a leading media company whose global holdings include 29 television stations and two radio stations.

About Carnegie Museums of Pittsburgh
Founded by Andrew Carnegie in 1895, Carnegie Museums of Pittsburgh is a collection of four distinctive museums dedicated to exploration through art and science: Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center, and The Andy Warhol Museum. Annually, the museums reach more than 1.2 million people through exhibitions, educational programs, outreach activities, and special events.

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