**MEDIA ADVISORY**

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

CARNEGIE SCIENCE CENTER TO HOST THE REGION’S FIRST APPJAM
STUDENTS IN GRADES 9-12 TO DEVELOP APPS TO ENHANCE VISITOR EXPERIENCE

WHEN: Wednesday, March 13 from 9 am – 4 pm
An Awards Ceremony will be held in the Works Theater at 3 pm.

WHERE: Carnegie Science Center
One Allegheny Avenue
Pittsburgh, PA 15212

WHY: The AppJam at Carnegie Science Center will be the first of its kind and a culmination of the skill building efforts of Winchester Thurston School’s Mobile App Lab. Developed by Winchester Thurston in 2010, Mobile App Lab has expanded to involve 78 students and 18 facilitators from five schools across the greater Pittsburgh region.

At App Jam, collaborative teams, led by student mentors, will work with Science Center staff members at various exhibit spaces as “clients.” Their task is to develop a concept for an app that would enhance visitor experience.

The Science Center has identified six exhibits, including roboworld™, Highmark SportsWorks®, and the Miniature Railroad & Village®. After a final prototype pitch session with AppJam judges, a “Favorite App Idea” will be selected with an opportunity to develop the app in the future.

AppJam is sponsored by Hive Pittsburgh, a program of The Sprout Fund. The schedule for the event is as follows:

9 – 9:30 am Arrival, Sign-in, Breakfast bar
9:30 – 10 am Mobile App Lab Introduction
10 – 10:15 am Kick-off Design Process

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**10:30 – 11:30 am**  
Teams will visit exhibit spaces, talk to Science Center staff, observe visitors, and identify the target audience age.

**11:45 am – 12:15 pm**  
Lunch with industry experts.

**12:30 – 3 pm**  
Teams will develop ideas for their apps and work with graphic facilitators and mentors.

**3:15 – 3:55 pm**  
Team Pitch Sessions with Judges.

**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 Winchester Thurston School**  
– Winchester Thurston is a nationally recognized coeducational private school in Pittsburgh, PA with a pre-K – 5 campus in Allison Park and a pre-K – 12 campus in Shadyside. Winchester Thurston School actively engages each student in a challenging and inspiring learning process that develops the mind, motivates the passion to achieve, and cultivates the character to serve.

**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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