**MEDIA ADVISORY**

MINDDRIVE SOCIAL FUEL TOUR TO STOP AT CARNEGIE SCIENCE CENTER

*Kansas City urban youth to embark on a road trip with a restored and converted 1967 Karmann Ghia electric car*

**WHEN:** Tuesday, June 4 at 10 am

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

**WHO:** More than 20 students of MINDDRIVE, a nonprofit educational program based in Kansas City, Mo. that aims to teach STEM principles through hands-on learning techniques.

**WHY:** The students of MINDDRIVE, a nonprofit educational program, are embarking on a road trip from Kansas City to Washington, D.C. after restoring and converting a 1967 Karmann Ghia into an electric car using sustainable materials.

"MINDDRIVE provides students with a learning environment that is based on experiential learning projects that allow in-depth exercises and real-world application of math, science, technology, and environmental relationships," said Steve Rees, CEO of MINDDRIVE. "The mentors and instructors of MINDDRIVE offer the students an additional voice and role model in their lives. The program gives all of the students a foundation of confidence and an expanded vision of their future that allows them to have a sustainable life."

Powered by MINDDRIVE supporters and the public using social media, the Social Fuel Tour kicks off on Saturday, June 1 and will make stops in several cities, including Pittsburgh, Indianapolis, and Philadelphia. Students will visit technology centers, college campuses, and environmental projects such as a wind farm on their journey to present MINDDRIVE programs.

"The Social Fuel Tour takes education out of the classroom and on the road," continues Rees. "The goal of the tour is to start a national conversation about experiential learning. The education system in America is broken, and programs like MINDDRIVE are helping to transform the education system outside of the political gridlock."

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CARNEGIE SCIENCE CENTER
One Allegheny Avenue | Pittsburgh, PA 15212 | 412.237.3400 | CarnegieScienceCenter.org
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The tour is a perfect fit for Carnegie Science Center, whose Chevron Center for STEM Education and Career Development is the region’s leading advocate and convener for STEM education, seeking to meet the next-generation workforce needs of western Pennsylvania and the nation.

An Arduino device designed to monitor and capture activity on the social media channels of MINDDRIVE and their sponsors will trigger the motor to engage or not engage depending on the level of social fuel.

There are five ways that social activity will be monitored during the tour: Twitter hashtag, #MINDDRIVE and mentions, @minddriveorg, as well as their sponsor tags and mentions, Facebook likes and shares, Instagram follows, hashtags and shares, YouTube video plays, follows and shares.

The tour will culminate in the nation’s capital with a press conference on Capitol Hill and a briefing hosted by Missouri’s 5th Congressional District Congressman, Emanuel Cleaver on Thursday, June 6. Attendees will include the Department of Education, the Department of Transportation, the Department of Energy, the STEM Coalition, among others, including their colleagues serving in the House.

For more information on the history of MINDDRIVE, the Social Fuel Tour, or experiential learning, visit: http://minddrive.org.

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 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.

About MINDDRIVE
MINDDRIVE’S mission is to inspire students to learn, expand their vision of the future, and to have a positive impact on urban workforce development. The program is funded through the national sponsorships of Bridgestone, Hertz Corporation, SONIC®, America's Drive-In®, American Society of Mechanical Engineers (ASME), and KCP&L as well as through local foundations and individual contributors. MINDDRIVE serves 30 students from the urban core of Kansas City, currently working with 5 area schools; there are 21 students participating in Automotive Design Studio and 9 in Contemporary Communications. The students choose their course and also are given the freedom to align with the particular aspect of the project that gets them the most jazzed. Mentors play a huge role in finding what that spark is for each student, then figuring out a way to inspire them in that direction.

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About Social Fuel Tour Sponsors
The Social Fuel Tour is supported by MINDDRIVE’s corporate partners, including: Bridgestone Tires’ ReThink Green campaign, Hertz Corporation’s Living Journey initiatives involving global sustainable mobility programs and its Green Traveler Collection. Additionally, SONIC®, America’s Drive-In® offers support through its efforts to encourage learning through engaging activities. KCP&L supports the MINDDRIVE and the Social Fuel Tour in three areas: education of urban youth, stimulating innovation, and creating solutions for a more sustainable world. The ASME (American Society of Mechanical Engineers) and the Automobile Dealers Association of Greater Kansas City supports MINDDRIVE’S efforts to have a positive influence on urban workforce development, which is a shared value of the two organizations. VML, a global digital interactive agency headquartered in Kansas City, is behind the creation and development of the Social Fuel Tour and will be on hand supporting the initiative from the road from daily content development (web, video, photo, social) to monitoring the social fuel through its proprietary social listening platform, SEER.

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