



**CARNEGIE  
SCIENCE  
CENTER**

One of the four Carnegie Museums of Pittsburgh



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**FOR IMMEDIATE RELEASE**

## **SCITECH SPECTACULAR ILLUMINATES REGION'S SCIENCE AND TECHNOLOGY EFFORTS TO EDUCATE AND INSPIRE FUTURE WORKFORCE**

*More than 100 corporations, universities and professional societies from around the country and within the Pittsburgh region collaborate to bring the public face-to-face with science and technology experts during 10-day, hands-on visitor experience*

PITTSBURGH, October 13, 2006 – ***What happens when you combine 280 liters of diet pop and more than 500 Mentos mints? Have you ever seen a car that can sense a driver's feeling and mood and adjusts to provide the most comfortable and safe experience? Ever wonder how bones and skin regenerate?***

Witness the science behind these marvels and participate in hundreds of other unique visitor experiences as more than 25 exhibitors converge at Carnegie Science Center's SciTech Spectacular October 13 – 22, 2006, with activities and events designed to stimulate the minds of adults and children alike.

"The SciTech Spectacular is the only event of its kind in the United States to provide the public with an up-close-and-personal experience with a broad range of science and technology in action," said Linda Ortenzo, executive director of the SciTech Spectacular. Some of the experiences that visitors will see include:

- Diet Pop/Mentos Performers – "Mad scientists" Fritz Grobe and Stephen Voltz perform their wildly popular and spectacular mint-powered version of the Bellagio Fountains in Las Vegas
- U.S. Debut of the Rinspeed Senso Car – Renowned Swiss car designer, Rinspeed, and Bayer MaterialScience will display a next generation "Senso" concept car
- High-Tech Sports Zone – Featuring innovative products from Nike and Louisville Slugger, including a bionic glove that assists those with arthritis, biodegradable golf tees and more
- Jam-O-Drum – Created by Carnegie Mellon University, a state-of-the-art video and sound machine offers a collaborative audiovisual and gaming experience, designed to promote social interaction and improvisation

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“This is the seventh year for SciTech Spectacular, and it continues to grow in terms of attracting additional sponsors and has nearly quadrupled in terms of the number of school programs and students,” said Ortenzo. “SciTech Spectacular – developed to closely support Carnegie Science Center’s mission to spark the scientific curiosity of this region’s youth – is designed to help generate interest and excitement for the fields of science and technology. We envision the Spectacular becoming a model to inspire tomorrow’s leaders in these areas.”

According to the Pittsburgh Technology Council, more than 1,500 regional positions in science and technology remain unfilled because there are not enough viable candidates in the science and technology fields in this region.

“Our goal is to keep the region competitive in these fields and promote economic growth,” said Robert J. Kumpf, Ph.D., vice president, Future Business for Bayer MaterialScience LLC and board president of SciTech Spectacular. “The Spectacular incorporates education, fun and unique experiences for people of all ages to inspire visitors to understand and support science and technology development and to consider pursuing careers in these fields.”

He added, “This event really captures the spirit of the discoveries and innovations in science and technology from our region and the global impact of this work. Bayer Corporation is proud to be involved with SciTech Spectacular. Our company is committed to improving science education through initiatives like this and our Making Science Make Sense program that advances science literacy through hands-on, inquiry-based science learning, employee volunteerism and public education.”

It all begins October 13 at 5:30 p.m. at the SciTech Spectacular Kick-Off Party. Admission to the party is \$10 for adults and \$5 for children (ages 3-12) and seniors (ages 62+). Admission for the rest of the Spectacular is \$14 adults; \$10 children (ages 3-12) and seniors (ages 62+). Group rates are also available. For a full schedule of the 10-day event, visit [www.scitechspec.org](http://www.scitechspec.org).

### **SciTech Spectacular and Carnegie Science Center**

SciTech Spectacular is a celebration showcasing Pittsburgh as an international hub of discovery and innovation. The Spectacular features the region’s science and technology accomplishments in a fun, dynamic atmosphere with exciting programs and events for all ages. This unique celebration focuses on the region’s growing industries, including biotechnology, nanotechnology, robotics, advanced materials processes, environmental technology and information technology.

Carnegie Science Center is one of Pittsburgh’s top educational and tourist attractions. One of the four Carnegie Museums of Pittsburgh, the Science Center features more than 400 hands-on exhibits, three live demonstration theaters, a four-story IMAX® Dome theater, an interactive full-dome digital planetarium, a 36,000 square foot science-of-sports exhibition and much more. Established in 1895 by Andrew Carnegie, Carnegie Museums of Pittsburgh is a collection of four distinctive museums: Carnegie Museum of Art, Carnegie Museum of Natural History, Carnegie Science Center and The Andy Warhol Museum. The museums reach nearly 1.3 million people each year through exhibitions, educational programs, outreach activities and special events.