

Science Buddies Parents Science Initiative

***"Science education
cannot be experienced
in schools alone."***

Kenneth Hess, Founder, Science Buddies

Parents Science Initiative

The *Parents Science Initiative*, sponsored by Science Buddies, is a call to action, led by prominent scientists, to encourage parents to take an active role in their children's science education. Like reading and math, science literacy is vital to a student's future success in the 21st century's highly technical and digital world. The *Parents Science Initiative* provides free online resources at the Science Buddies website, www.sciencebuddies.org, to help parents find ways to start a science dialogue, encourage a child's interest in science, and explore science activities at home. Key tools include activities, project ideas, and support in all areas of science, from physics and food science to music, microbiology, and more.

Why Parents Science Initiative is Important

In the 21st century, workers, parents, and students will need basic science literacy to thrive in a complex, global society. Everyone will need to make educated decisions about health, what is seen in the media, purchases from a store, decisions about the environment, voting, and prospects for meaningful work, all based upon scientific principles and concepts. Science is touching us at every level and today's young people need to be prepared for the complicated world they will inherit. Schools cannot foster a love and understanding of science, technology, engineering, and math alone. Schools need parents' help by encouraging an appreciation for, and competency in these important subjects, at home.

It has become second nature for many parents to encourage reading. The *Parents Science Initiative* encourages parents to adopt the same attitude toward science.

Science Buddies is the primary sponsor of the *Parents Science Initiative* and has created resources for parents who want to take positive action to foster science literacy at www.sciencebuddies.org, including:

- Links to age-appropriate, hands-on science projects, authored by scientists and organized by topic and grade level,
- Career information, including Career Profiles tied into science projects so students can easily see how the science in their project is used in real-world careers,
- Ask an Expert online advice forum, where students can ask real scientists questions about a science project, and
- Tips for parents on how to ignite and encourage a child's interest in science.

Parents Science Initiative Ambassadors

The following science and technology professionals will act as spokespeople for the campaign. They are all available to talk about how their families influenced their love for science and the importance of science for 21st-century students:



Dr. Bernard Harris

Dr. Harris is an accomplished NASA astronaut, physician, and businessman. He serves as president of The Harris Foundation, Inc., a non-profit organization he founded in 1998 to develop math and science education programs for America's youth.



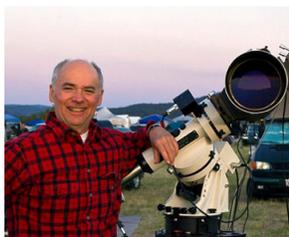
Dr. Douglass Osheroff

Dr. Osheroff, along with Drs. David Lee and Robert Richardson, was awarded the Nobel Prize in Physics in 1996 for the discovery of superfluidity in helium-3. Dr. Osheroff is currently Professor of Physics and Applied Physics and holds the J.G. Jackson and C.J. Wood Professorship in Physics at Stanford University.



Dr. Steven Vogt

Dr. Vogt is Professor of Astronomy and Astrophysics at Lick Observatory, UC Santa Cruz. Steve has been at Lick Observatory for the past 21 years. He built both the Hamilton spectrometer at Lick (with which most of the first extra-solar planets were discovered) and HIRES, the world's most powerful spectrometer on the Keck Ten-meter telescope in Hawaii. Dr. Vogt is currently a member of the California-Carnegie Planet Search Team. This preeminent extra-solar planet search team is building a new telescope in the Lick Observatory that will be the most powerful in the world, able to track planets to a precision of 1 meter per second.



Kenneth L. Hess

Kenneth Hess is the Founder and President of Science Buddies. Ken successfully wears a lot of hats in his life: educator, entrepreneur, engineer, and author—not to mention amateur photographer and astronomer. And no matter which of those hats he's wearing, it's his nature to create and build something new, be it an original product, solution, or organization. When he saw how much his daughter learned doing her own science projects, it was only a matter of time before he founded Science Buddies in an effort to create the same positive learning experience for students everywhere. Prior to turning toward education, Ken popularized computer genealogy by designing, developing, and selling the Family Tree Maker product line, which has sold millions of copies and fostered the creation of some of the most popular sites on the Internet.



About Science Buddies

The award-winning, non-profit Science Buddies website empowers K-12 students, parents, and teachers to quickly and easily find free project ideas and help in all areas of science, from physics and food science to music, microbiology, and more. Whether your goal is to find a fun science activity for your kids or win the international science fair, sciencebuddies.org puts comprehensive, scientist-authored tools, tips, and techniques at your fingertips.

Science Buddies Awards

- 2009 Gold Award, National Parenting Publications Awards
- 2008 Parents' Choice Recommended Award
- American Library Associations Great Websites for Kids
- Reviewed and Selected for SciLinks, a Service of the National Science Teachers Association

Media Contact

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