UA's Science City at the Tucson Festival of Books a Celebration of STEM Learning and Literacy

The University of Arizona open the doors to our science-rich campus as part of the nationally-recognized Tucson Festival of Books, March 15 and 16th, 9:30am – 5:30pm, free admission and parking.

Contact: Lisa Romero ▪ 520.626.9598 March 4, 2014

Tucson, Ariz. – Powered by the University of Arizona's (UA) College of Science and the BIO5 Institute, Science City at the Tucson Festival of Books (TFOB) is a major highlight of the two-day, community-based celebration of literacy and learning held on the UA campus.

Scheduled for March 15-16, it is estimated that 120,000 – 140,000 Festival visitors from across the U.S. will generate a $4 million economic impact to the Tucson community. TFOB Is considered one of the largest book festivals in the country, and Science City is the single largest STEM themed event in the state of Arizona.

This year, Science City has a larger footprint to accommodate a new, visitor-friendly layout that will include neighborhood "themes" like the Science of Everyday Life, the Science of Tomorrow, the Science of You, and the Science of Natural World. Across these neighborhoods, 80 participant groups will feature hands-on activities and interactive demonstrations where science-lovers of all ages can learn about innovations in health, science, engineering, and technology.

The UA's College of Science and the BIO5 Institute host Science City in partnership with the Arizona SciTech Festival, and in association with the UA College of Agriculture and Life Sciences. With the continued support of primary sponsor, the Helios Education Foundation, and additional support from Raytheon, Research Corporation for the Advancement of Science, Rincon Research, and Tucson Electric Power, Science City continues to grow and excite.

Visitors to Science City will experience the connection between their daily lives and advances in science, as well as see the groundbreaking research being done at the UA. Forty-five different UA-affiliated participants will engage visitors with activities, discussions, tours, events, and open houses meant to spark curiosity and encourage learning.

Faculty, students, and volunteers from programs like the Biosphere 2, OSIRIS-REx Asteroid Sample Return Mission, Science of Baseball, VIPER Institute, Plant Sciences, Cooperative Extension, Optical Sciences, Insect Discovery, Computer Science, Natural Resources and the Environment, Health Sciences, and many others will be on hand to share the passion we have for science here at the UA.

Tours and open houses will be conducted at many UA facilities and departments throughout the weekend, including the Steward Observatory Mirror and Solar Labs, Flandrau Science Center and Planetarium, Laboratory of Tree Ring Research, and Lunar and Planetary Laboratory, among others.

In addition, a diverse line-up of presentations are scheduled for the always-popular Science Stage and Science Café, including the Arizona-Sonora Desert Museum Live Animal Show, the Magic of Science with author Sandra Markle, the Science of Meteorite Hunting with "meteorite man", Geoff Notkin, as well as fascinating talks by world-class UA researchers on timely topics like Alzheimer's disease, the Earth's population capacity, and the history of scorpion antivenom.

A special section in the March 9th Arizona Daily Star will detail the entire Festival, including Science City. For up-to-date information, visit Science City online and follow TFOB Science City on Twitter, Instagram, or Facebook. Festival admission and parking are free.

The University of Arizona **College of Science** brings together globally prominent faculty in disciplines at the core of scientific inquiry and education. One of the largest colleges at the University of Arizona, it is a nexus of award-winning programs that encourage both independent and collaborative-driven research. The academic departments, schools and research units encompass the range of physical, mathematical, environmental, cognitive, and life sciences. Learn more at http://cos.arizona.edu.

The BIO5 Institute at the University of Arizona mobilizes top researchers in agriculture, engineering, medicine, pharmacy, and science to find creative solutions to humanity's most pressing health and environmental challenges. Since 2001, this interdisciplinary approach has been an international model of how to conduct collaborative research, and has resulted in improved food crops, innovative diagnostics, devices, and promising new therapies. Learn more at BIO5.org.

# # #