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FOR IMMEDIATE RELEASE

Math leaps off the page at the Connecticut Science Center

Smash Hit Exhibit Reveals Math's Real-life Power and Infinite Fun Factor with Kid-friendly Appeal

Hartford, CT– June 10, 2013 – *MathAlive!*, a highly entertaining, interactive traveling exhibit that allows visitors to experience math in action, was officially opened with a ribbon cutting ceremony on Tuesday, June 11, at the Connecticut Science Center. This 6,000-square-foot blockbuster is presented locally by Stanley Black & Decker with support from media sponsor Xfinity. The Connecticut Science Center is the Northeast debut on the exhibition's 15-city tour, which is presented nationally by Raytheon.

The enormously engaging *MathAlive!*, which shattered records for traveling exhibit attendance at the Smithsonian, brings all types of mathematics to life, whether in design, application, or use. Through approximately 40 thrilling interactive experiences, visitors are completely immersed in the math behind the things they love most, including video games, sports, design, music, entertainment, space, and robotics. The exhibits are so much fun, visitors might not even realize they're learning math skills. Highlights include a downhill snowboard race, the chance to design and play a video game, and a photo stage on which visitors can capture their own image in a 360-degree freeze action photo, in the style made famous in contemporary action movies.

"*MathAlive!* is a unique way for Stanley Black & Decker to promote math and science education. We are pleased to collaborate with the Connecticut Science Center and be part of an exhibit that will raise awareness of the fun behind math and science for kids in our community. For more than 170 years, we have helped build, support and strengthen our communities, and we understand that math and science are key factors in many aspects of everyday life, including those DIY projects that families carry out together in their homes," said John Lundgren, Chairman & Chief Executive Officer of Stanley Black & Decker.

The interactive exhibits are organized into six areas exploring diverse, engrossing themes:

- *Outdoor Action ... Adventure Sports*
- *Build Your World ... Environment*
- *Future Style ... Style and Design*
- *Kickin' It ... Entertainment*
- *Game Plan ... Video Games and Other Games*
- *Robotics and Space*

In each of these themed areas, a range of high-tech, mechanical and multi-media interactive experiences challenge visitors to compete, design, build, optimize, or just play, using various types of mathematics as tools. Visitors can take the controls to master-engineer various aspects of a modern city, edit their own animated movies, compete against others in a mountain bike race, jump into a 'binary dance party,' or program and control *Curiosity*, NASA's

next Mars rover. Throughout the exhibit, visitors meet inspiring professionals, celebrities, and visionaries—artists, skaters, engineers, musicians, game developers and more—who explain how they use math in their exciting and varied careers. Along the way, animated character guides help visitors tackle the challenges, explaining the math involved in clear, humorous language, prompting and encouraging answers, and jumping in if visitors get stuck.

“*MathAlive!* will teach kids to see beyond the classroom applications of math, and show them that math is embedded in the things that inspire them,” said Matt Fleury, President and CEO of the Connecticut Science Center. “Kids wonder why learning math is important; *MathAlive!* shows that math is essential to the things they love to do now. It also provides the basis for exciting careers that kids will want to pursue.”

MathAlive! appeals to visitors of all ages and levels of math ability, but is particularly suited to kids in grades 3–8. The electrifying exhibit was organized in direct response to the need to improve math proficiency among students, and inspire kids to explore and pursue STEM (science, technology, engineering and math) careers. For teachers, the exhibit serves as a captivating and relevant exploration lab. Each interactive station presents different types and levels of math, so students at different grade levels will find the entire experience supportive to what they specifically are learning in the classroom.

“*MathAlive!* has engaged hundreds of thousands of students across the country, through play with fun, interactive exhibits that demonstrate how science, technology, engineering and math drive the world around them,” said Pam Erickson, vice president of Community Relations for Raytheon. “Raytheon created *MathAlive!* to inspire the next generation of innovative engineers by showcasing the connection between math and the world of possible applications.”

Institutional collaborators for the exhibition include NASA, the National Council of Teachers of Mathematics, National Society of Professional Engineers, MATHCOUNTS® and the Society of Women Engineers. The exhibition is featured as one of the major initiatives under MathMovesU®, a national program developed by Raytheon to inspire students to embrace mathematics as a key to their future. The exhibition is produced by Evergreen Exhibitions.

The Connecticut Science Center is the fourth stop of a 15-city tour of science centers and museums, with a schedule of international venues to follow the U.S. tour.

About the Connecticut Science Center The LEED-Gold certified Connecticut Science Center, located in downtown Hartford, sparks creative imagination and an appreciation for science by immersing visitors in fun and educational hands-on, minds-on interactive experiences while maintaining an environmentally conscious presence. Serving more than 1,200,000 people since opening in 2009, the Science Center features more than 150 exhibits in 10 galleries and a range of topics, including space and earth sciences, physical sciences, biology, the Connecticut River watershed, alternative energy sources, Connecticut inventors and innovations, a children’s gallery, and much more. Other features include four educational labs, a 200-seat 3D digital theater, function room, gift store and café, and ongoing events for all ages. The Science Center is a non-profit organization dedicated to enhancing science education throughout the *state of Connecticut* and New England, providing learning opportunities for students and adults of all ages, and engaging the community in scientific exploration. More information: <http://www.CTScienceCenter.org> or 860.SCIENCE.

About Stanley Black & Decker Stanley Black & Decker, an S&P 500 company, is a diversified global provider of hand tools, power tools and related accessories, mechanical access solutions and electronic security solutions, healthcare solutions, engineered fastening systems, and more. Learn more at www.stanleyblackanddecker.com.

About MathMovesU Raytheon's MathMovesU® program is an initiative committed to increasing middle and elementary school students' interest in math and science education by engaging them in hands-on, interactive activities. The innovative programs of MathMovesU include the traveling interactive experience MathAlive!™; Raytheon's Sum of all Thrills™ experience at INNOVENTIONS at Epcot®, which showcases math in action as students design and experience their own thrill ride using math fundamentals; the "In the Numbers" game, a partnership with the New England Patriots on display at The Hall at Patriot Place presented by Raytheon; the company's ongoing sponsorship of the MATHCOUNTS® National Competition; and the MathMovesU scholarship and grant program. Follow MathMovesU and other Raytheon community outreach programs on **Facebook** and on Twitter **@MathMovesU**.

About Raytheon Raytheon Company, with 2012 sales of \$24 billion and 68,000 employees worldwide, is a technology and innovation leader specializing in defense, security and civil markets throughout the world. With a history of innovation spanning 91 years, Raytheon provides state-of-the-art electronics, mission systems integration and other capabilities in the areas of sensing; effects; and command, control, communications and intelligence systems; as well as a broad range of mission support services. Raytheon is headquartered in Waltham, Mass. For more about Raytheon, visit us at www.raytheon.com and follow us on Twitter **@Raytheon**.

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