

***FOR IMMEDIATE RELEASE***

**SPACE RACERS ANNOUNCES AUGUSTECLIPSE.COM  
WEBSITE AND EDUCATIONAL INITIATIVE  
TO PREPARE KIDS AND FAMILIES  
FOR THE AUGUST 21 TOTAL SOLAR ECLIPSE**

*Educational Partners and Eclipse Ambassadors include: U.S. Space & Rocket Center; Space Camp; Oregon Museum of Science and Industry; Readiness Learning Associates; The SPARK Academy for STEM Education; Arlington Public Schools, Virginia; "American Eclipse" Author David Baron; and The Space Gal, Emily Calandrelli*

New York, NY – July 10, 2017 – To help celebrate the Total Solar Eclipse occurring on August 21, 2017, *Space Racers*®, the hit preschool show airing on NBCUniversal Cable Entertainment’s Sprout network and streaming on Netflix, together with several Educational Partners and Eclipse Ambassadors across the nation, has launched the family-friendly website [AugustEclipse.com](http://AugustEclipse.com). The site, along with a multi-pronged educational initiative, will help prepare children ages 2-11 with everything they need to know to enjoy the coming solar eclipse and to view it safely.

Young explorers, together with their parents, can go to [AugustEclipse.com](http://AugustEclipse.com) to learn how to view the Eclipse safely, order an “Eclipse Viewing Kit,” do a hands-on eclipse activity, and watch an educational video--featuring the dynamic *Space Racers* characters--that will teach young children the science behind one of nature’s most awe-inspiring and rare events.

“For the first time in 38 years, our country will witness first-hand the magnificence of an eclipse—many of us for the first time ever,” says **Matthias Schmitt**, Chief Marketing Officer of *Space Racers*. “Through our dedicated partners and ambassadors, *Space Racers* aims to be the authority for teaching our youngest learners all about the eclipse and to introduce them to one of science’s most important tools —observation.”

*Space Racers* has brought together experts in science education through its Educational Partnerships, including: [U.S. Space & Rocket Center](http://U.S.Space&RocketCenter.com); [Space Camp](http://SpaceCamp.com); [Oregon Museum of Science and Industry](http://OregonMuseumofScienceandIndustry.com); [Readiness Learning Associates](http://ReadinessLearningAssociates.com); [The SPARK Academy for STEM Education](http://TheSPARKAcademy.com); and [Arlington Public Schools, Virginia](http://ArlingtonPublicSchools.com). Each partner played a significant role in helping

to develop the easy-to-comprehend content for the new [AugustEclipse.com](http://AugustEclipse.com) site and other components of the initiative including the Eclipse Viewing Kits and Free Newsletter.

"*Space Racers* does a tremendous job of reaching kids with stories of planetary science," says **Joseph Vick**, Manager of Museum Education at U.S. Space & Rocket Center. "I can't imagine a better resource for teachers, parents, or camps trying to better understand how to explain these wonders to kids."

"Eclipse Ambassador" **Emily Calandrelli** is well known by her Twitter handle @TheSpaceGal, an Emmy-nominated science TV host, and author of the upcoming new children's STEM book series, [\*Ada Lace\*](#) (Simon & Schuster, August 29, 2017). As an authority on all aspects of Space Science, Emily will help spread the word and educate her following of young space enthusiasts about the August Eclipse.

A second "Eclipse Ambassador" is **David Baron**, author of *American Eclipse* (Liveright, 2017), which tells the true story of a total Eclipse that crossed the Wild West in 1878 and inspired America's rise as a scientific power. Baron is a longtime public radio journalist and eclipse chaser. A former science correspondent for NPR and former science editor for PRI's *The World*, he has witnessed five total solar eclipses—from Aruba to Australia to Indonesia.

For more information and to order Eclipse Viewing Kits, visit [AugustEclipse.com](http://AugustEclipse.com). To stay up to date on all *Space Racers* eclipse activities follow @AugustEclipse (Twitter) or like [facebook.com/groups/augusteclipse](https://www.facebook.com/groups/augusteclipse) on Facebook.

Applauded by parents and critics for its STEM-focused curricular themes, *Space Racers* features some of NASA's most famous scientific explorations, including Mercury's MESSENGER probe, the Voyager One spacecraft, and Mars rovers Curiosity, Opportunity and Spirit. The stunning CGI animation plus authentic sounds and images from outer space provided by NASA bring the richness of space and diversity of planetary landscapes, as well as the characters, vividly to life for young minds. The groundbreaking animated series introduces girls and boys to exciting, humorous tales of action & adventure in space, on Earth and on other planets in our solar system.

*Space Racers*® airs on Sprout, NBCUniversal Cable Entertainment's 24-hour preschool network, and streams on Netflix. For more information visit: <http://spaceracers.org>.

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#### **About Space Racers®**

Space Racers follows Eagle, Robyn, Hawk, Starling, Raven and their fellow cadets as they explore the solar system and the universe. Headmaster Crane, Professor Coot and other faculty members of the Stardust Space Academy guide the cadets on missions that cover heliophysics, earth science, planetary science and astrophysics among many science disciplines explained at a preschool level. The stunning CGI animation plus authentic sounds and images from outer space provided by NASA bring the richness of space and diversity of planetary landscapes, as well as the characters, vividly to life for young minds. Season Two, airing on NBC Universal's Sprout Network, focuses on some important emotional issues including bullying and growing up with physical challenges, introducing new Stardust Space Academy cadets like brash transfer student Kite, and young Merlin, a rocket born with one short wing. Space Racers Season One is available on Netflix and the characters are available via the Space Racers App for iTunes or Google Play (Android).

#### **About Space Race, LLC**

Space Race, LLC, based in New York, is the global production company behind *Space Racers* and specializes in children's programming and educational entertainment. Space Racers currently airs in over 130 countries across the globe and is available in more than 25 languages. Honors include numerous awards including the American Public Television Programming Excellence Award, Parents Choice Awards and a Synopsis Imagination Award. To learn more about Space Racers, visit <http://spaceracers.org>.

#### **About the U.S. Space & Rocket Center**

The U.S. Space & Rocket Center, a Smithsonian Affiliate, is home to Space Camp and Aviation Challenge, the Apollo 16 capsule, the National Historic Landmark Saturn V rocket and world-class traveling exhibits. USSRC is the Official Visitor Center for NASA Marshall Space Flight Center and a showcase for national defense technologies developed at the U.S. Army's Redstone Arsenal. To learn more about the U.S. Space & Rocket Center please visit [www.rocketcenter.com](http://www.rocketcenter.com)

#### **About OMSI**

Founded in 1944, the Oregon Museum of Science and Industry (OMSI) is one of the nation's leading science museums, a world-class tourist attraction, and an award-winning educational resource for the kid in each of us. OMSI operates the largest museum-based outdoor science education program in the country and provides traveling and community outreach programs that bring science learning opportunities to schools and community organizations in nearly every county in Oregon. OMSI is located at 1945 SE Water

Avenue, Portland, OR 97214. For general information, call [503.797.4000](tel:503.797.4000) or visit [omsi.edu](http://omsi.edu)

### **About Readiness Learning Associates**

Early Childhood STEM programming experts working to improve, Teacher Qualifications, Curriculum, Instructional Practices, Assessment, Family Engagement and Real-World Connections for our youngest STEM learners.

### **About Arlington Public Schools, VA**

Arlington (VA) Public Schools educates one of the nation's most diverse and sophisticated student populations. The school division currently serves almost 27,000 PreK-12 students who come from over 115 nations from around the world and speak 100 different languages. Academic standards are high, and students consistently score well above state and national averages on standardized tests, and the district is consistently ranked as a top school division by groups including *The Washington Post*, *U.S. News and World Report*, and Niche®.

Space Racers Press Contact:

Gina Salese

[gina@benaustin.com](mailto:gina@benaustin.com)

917-434-0735

Ben Austin

[ben@benaustin.com](mailto:ben@benaustin.com)

914-236-4433

### Social Media

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Space Racers Twitter

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