

Press Release FOR IMMEDIATE RELEASE

CONTACT:

Local contest host -

(name)

(organization)

(phone)

About the program or contest -

Jack Colpas, co-director

Helping Kids Reach for the Stars / Reach for the Stars ~ National Rocket Competition

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date: ??/??/????

5, 4, 3, 2...We Have a Hold on the Launch at (name of school or location)!

NASA isn't the only group experiencing launch problems. Kids in (**group / class**) have difficulties of their own. They want to compete in the **Reach for the Stars ~ National Rocket Competition** and need your help. Three national winners get the opportunity to launch their rockets and receive their trophy at the **US Astronaut Hall of Fame** then celebrate at the **Kennedy Space Center Visitor Complex** in Florida. Three other national winners launch their rockets from **Homer Hickam Field** and receive their trophy at the **Space Camp** then celebrate at the **US Space & Rocket Center** in Huntsville, Alabama.

The local launch is an integral part of the **Helping Kids Reach for the Stars** program - an **Educational Outreach** of the **Christa McAuliffe - Challenger Learning Center**. The purpose of the program is to excite kids about science, technology, engineering and math – the STEM subjects. The goal is to give each kid their own rocket to build and launch. The program's mission is to keep alive the memory of the first Teacher-in-Space, Christa McAuliffe. Each contestant gets to keep their rocket and receives a full color achievement certificate bearing *Christa's* quote, "Push yourself as far as you can. Reach for the Stars!" The certificates feature the artwork of astronaut and Moonwalker, Alan Bean – further exemplifying the importance of space exploration.

The contest is easy to run. The rocket that has the closest average landing to a target after two flights wins. The local winner's information is sent to contest headquarters to compete against all other entries nationwide. Detailed information about the Competition is at www.TheRocketman.net.

Cost per contestant is about that of a movie ticket, popcorn and a drink - a small price to pay for memories that will last a lifetime. Everyone remembers their first rocket launch. Your donation is needed so we can build these memories. To help out, contact (**Competition host's name**) at (???) ???-?????. Tell them how many kids you want to sponsor. Sponsors receive recognition in the organization newsletter, an invitation to the launch and the satisfaction of - **Helping Kids Reach for the Stars**.

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