**Engaging the School Aged Audience**

Primary effort towards engaging school students—Curiosity Awards

* Flyers are put into every school backpack in Cambridge. No concept of the overall number of flyers distributed.
* Number of entries has increased over time—800 for 2010
* All winners included in large book—$15,000 to produce
* Also participate in a ceremony in which a teacher and local scientist are recognized and the two hand out certificates to the winning kids

Curiosity Awards did not work for teens. Created a video project for high school students sponsored by Google.

Student Advisory Board

\* Source: Cambridge Science Festival