



Contact:  
Lisa Cazzola  
DBA Public Relations  
(212) 388-1400  
lcazzola@dba-pr.com

Tanya Radford  
National Science Teachers Association  
(703) 312-9398  
tradford@nsta.org

For Immediate Release

**STEM EDUCATION GETS A CREATIVE CLASSROOM TWIST  
THROUGH THE TOSHIBA/NSTA EXPLORAVISION AWARDS PROGRAM**

***-- World's Largest K-12 Science and Technology Competition Empowers Students to Change the World, Announces Important Dates for 2011 Program --***

Arlington, VA, September 1 – For the past 19 years, thousands of classrooms across the U.S. and Canada have gotten a creative boost in important STEM, or science, technology, engineering and math education, thanks to the Toshiba/National Science Teachers Association ExploraVision Awards Program, the world's largest K–12 science and technology competition. In ExploraVision, students discover the wonders of science and the potential for technological advancement while using their imaginations to contemplate a better future. Applications for next year's competition will be available online at [exploravision.org](http://exploravision.org) starting August 30 and are due by February 2, 2011.

The ExploraVision program, sponsored by Toshiba and administered by the National Science Teachers Association (NSTA), was created to help motivate young students to excel in science and technology. It challenges teams of 2-4 students to research scientific principles and current technologies as the basis for designing innovative technologies that could exist in 20 years.

ExploraVision Ambassador and past winning coach David Stone with the University Laboratory High School (Urbana, IL) stated, "Involvement in ExploraVision has significantly impacted my teaching, and it's wonderful to see technology leaders like Toshiba partner with the NSTA to inspire students in science. ExploraVision has created a space for my students to safely explore their creativity, passion and potential future interests and goals, while having a lot of fun at the same time. They are able to imagine technological applications and the future, and the role each of us plays in realizing it."

In keeping with Toshiba's longstanding commitment to scientific and technological innovation and STEM education, the ExploraVision program encourages critical thinking among students about how technology can be applied to help find solutions to current global problems, including environmental issues such as massive oil spills, treatments and cures for diseases, new cyber defenses for national security and more. Moreover, ExploraVision supports NSTA's mission and exemplifies the many creative programs and resources offered by NSTA to promote high-quality science teaching and improve student learning. By instilling a sense of empowerment and the great potential of science, ExploraVision motivates students to excel and helps contribute to building the next generation of scientists, entrepreneurs and innovators. Since the program's inception in 1992, nearly 275,000 students have submitted entries.

In addition to providing students with the opportunity to win money they can use for college tuition, ExploraVision gives educators a valuable tool for helping motivate students to excel in science. As a

testament to its value in schools, the program has become so popular among teachers that many across the U.S. and Canada now include it as part of their regular science curriculum. Notably, the ExploraVision program was crafted to motivate and inspire students in STEM, a focus area recognized for its importance by many top educators and policy makers, including the Obama administration.

Students on the four first-place ExploraVision winning teams will each receive a \$10,000 U.S. Series EE Savings Bond valued at maturity. Students on second-place teams will each receive a \$5,000 bond valued at maturity. (Canadian winners receive Canada bonds purchased for the equivalent issue price in Canadian dollars.) The eight teams will also receive an expenses-paid trip with their families, mentor and coach to Washington, DC for a gala awards weekend in June 2011. Activities will include a visit to Capitol Hill to meet with members of Congress and a Science Showcase during which the students will display and demonstrate their winning ideas and sightseeing. The highlight of ExploraVision weekend will be a gala awards banquet and ceremony where students will be formally recognized for their creativity and accomplishments. Each of the 24 regional winning teams receives a Toshiba laptop for the school and each member of the regional winning teams will receive a Toshiba HD Camcorder.

Teachers can learn more about ExploraVision and how to use it as a tool in the classroom through a series of Web Seminars at [The NSTA Learning Center](http://TheNSTALearningCenter). Join the first Web Seminar, "What is ExploraVision and How Can I Use It?" on Wednesday, September 15, 2010.

For more information or an application for 2011, visit [www.exploravision.org](http://www.exploravision.org) or e-mail [exploravision@nsta.org](mailto:exploravision@nsta.org). Follow ExploraVision on Twitter [@exploravision](https://twitter.com/exploravision) or on Facebook at [Facebook.com/ToshibaNSTAExploraVision](https://Facebook.com/ToshibaNSTAExploraVision).

### **About Toshiba**

*The Tokyo-based Toshiba Corporation is a leading innovator and diversified manufacturer and marketer of advanced electronic and electrical products, spanning information and communications equipment and systems, Internet-based solutions and services, electronic components and materials, power systems, industrial and social infrastructure systems, and household appliances. Toshiba employs over 14,000 people in North America and Toshiba America, Inc., is the holding company for five Toshiba operating companies in the United States.*

*Toshiba's U.S.-based companies and some of their chief products are as follows: Toshiba America Electronic Components, Inc. (Semiconductors, Flash Memory-Based Storage Solutions, LCD, and custom chips); Toshiba America Information Systems, Inc. (Laptop Computers, Hard Disk Drives, Telephony Products, Flat Panel LCD TVs, and portable products); Toshiba America Business Solutions, Inc. (Copiers, Facsimiles, Printers); Toshiba International Corporation (Motors, Motor Controls, Power Electronics, Power Generation Equipment, Automation); Toshiba America Medical Systems, Inc. (Computed Tomography, Magnetic Resonance, X-ray and Ultrasound); Toshiba America Nuclear Energy Corporation (Advanced Boiling Water Nuclear Reactors); Toshiba America Foundation (Supports science and mathematics education across the United States) and Toshiba of Canada, Ltd. (Made up of four operating divisions).*

### **About NSTA**

*The Arlington, VA-based National Science Teachers Association (NSTA), [www.nsta.org](http://www.nsta.org), is the largest professional organization in the world promoting excellence and innovation in science teaching and learning for all. NSTA's current membership includes approximately 60,000 science teachers, science supervisors, administrators, scientists, business and industry representatives, and others involved in science education.*

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