



**May 22, 2013**  
**Media Toolkit**

## **LOGO - JPG**

Spirit of Innovation Challenge – <http://bit.ly/SOIClogo>

## **PHOTOS**

Students, Innovation Summit - <http://bit.ly/SOICPhotos>

## **PROGRAM – Save-the-Date**

### **Save the Date Press Release**

<http://www.conradawards.org/blogs/17/1364/conrad-foundation-announces-2013>

### **PROGRAM -- SAVE-THE-DATE**

#### **Social Media Posts:**

##### **Facebook**

Like us on [Facebook](#) and share our posts. Here are sample posts you can modify to fit your audience.

1. How will you spend your summer vacation? Start brainstorming your product idea for the Spirit of Innovation Challenge. Abstract submission begins Aug. 22. Register today at [www.conradawards.org](http://www.conradawards.org).

Or

2. The world is in need of creative thinkers ready to engineer solutions for humanity. Do you have a product idea to change the world? Register today and submit your idea at [www.conradawards.org](http://www.conradawards.org) beginning Aug. 22.

Or

3. Teens + STEM + Entrepreneurship = Solutions for Humanity. Register for the Spirit of Innovation Challenge today. More at [conradawards.org](http://conradawards.org).

##### **Twitter**

Follow us on [Twitter](#) @ConradAwards and you can retweet our posts, or use these sample posts and modify to fit your audience.

1. Teens & teachers Get Your Genius On™ with Spirit of Innovation Challenge. Entrepreneurship can change the world! More at [conradawards.org](http://conradawards.org).

Or

2. Teens + STEM + Entrepreneurship = Solutions for Humanity. Register for the Spirit of Innovation Challenge today. More at [conradawards.org](http://conradawards.org).

Or

3. Spirit of Innovation Challenge thinks teens are key to innovative solutions, offers more than \$50K in prizes. Learn more at [conradawards.org](http://conradawards.org).

## PROGRAM -- LAUNCH

### Social Media Posts:

#### Facebook

1. The world is in need of creative thinkers ready to engineer solutions for humanity. The Conrad Foundation believes teens have the potential to develop innovative solutions to local and global challenges. Enter the Spirit of Innovation\_Challenge and your business plan may be worth \$10,000 and a trip to the 2014 Innovation Summit at NASA Johnson Space Center. [www.conradawards.org](http://www.conradawards.org)

Or

2. It's time to Get Your Genius On™ in the 7<sup>th</sup> annual Spirit of Innovation Challenge. Your innovative product/service ideas could earn you \$10,000 and a trip to the 2014 Innovation Summit at NASA Johnson Space Center. Learn more at [www.conradawards.org](http://www.conradawards.org)

Or

3. Teens + STEM + Entrepreneurship = Solutions for Humanity. Enter Spirit of Innovation Challenge today. Deadline for entry is Oct. 24. More at [conradawards.org](http://conradawards.org).

#### Twitter

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#### Newsletter:

##### ***Design solutions that matter.***

The world is in need of creative thinkers ready to engineer solutions for humanity. The Conrad Foundation believes **students ages 13-18** have the potential to create the next world-changing, commercially-viable product or service in the areas of: Aerospace and Aviation, Cybertechnology and Security, Energy and Environment, and Health and Nutrition. The Spirit of Innovation Challenge is an annual business and technical plan competition open to students around the world and a great way for students to create something to benefit humanity.

Participation is free and begins by creating a profile at [www.conradawards.org](http://www.conradawards.org). Teams from afterschool programs, science clubs, homeschool organizations and charter schools are also encouraged to participate. Each team must have a teacher, parent or afterschool program coordinator serve as their coach. Registration is now open and the deadline for the 2013-2014 one-page abstract qualification round is Oct. 24. Your students' business plan may be worth \$10,000 and a trip to the 2014 Innovation Summit at NASA Johnson Space Center. Not sure you have all the tools needed for your team to be successful? The Spirit of Innovation Challenge provides free access to mentors, webinars and forums to answer all your questions. Join today!

## **Spirit of Innovation Challenge Milestone Dates**

Week of May 28, 2013

Share save-the-date information with educators, parents and students

Week of August 19, 2013

Inform students, educators, parents submission portal ([www.conradawards.org](http://www.conradawards.org)) officially opens August 22

Week of September 23, 2013

One month left for general entry submissions

October 24, 2013

Deadline for general entry submissions

November 21, 2013

Semifinalists announced

January 16, 2014

Deadline for Semifinalist submissions

February 20, 2014

Finalists announced

March 17, 2014

People's Choice voting begins

March 28, 2014

People's Choice voting ends

April 10 – 13, 2014

Innovation Summit NASA Johnson Space Center, Houston, Texas

April 16, 2014

Announce 2014 Innovation Summit winners