



YURI'S NIGHT
BAY AREA 2010



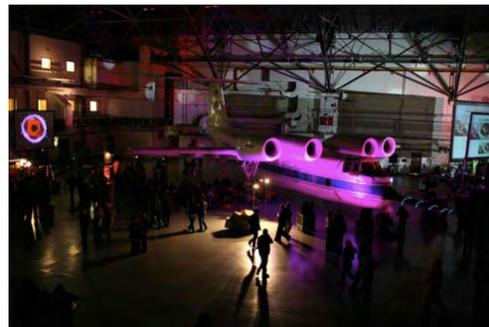
YURI'S NIGHT BAY AREA 2010

FRIDAY APRIL 9TH THRU SATURDAY APRIL 10TH

This year, the San Francisco Bay Area will be home to the largest Yuri's Night celebration in the world at NASA Ames Research Center in Mountain View, California. Over 15,000 people will join astronauts, artists, musicians, scientists and engineers for two days of learning, celebrating and connecting with space.

WHAT IS YURI'S NIGHT?

Taking place each year in over 120 cities world-wide, Yuri's Night commemorates mankind's first venture into space, by Russian Cosmonaut Yuri Gagarin on April 12, 1961, and the launch of the first Space Shuttle by NASA exactly twenty years later. It is the largest annual celebration of space exploration — and of mankind's curiosity, scientific and technical achievements. Yuri's Night was founded by members of the United Nations' Space Generation Forum in September 2000. After seven months of planning, ultimately sixty Yuri's Night events were held on April 12th, 2001. Every year, dozens of new Yuri's Night events are added to the global space celebration.





DAY 1

FRIDAY APRIL 9, 2010 will be a free event for elementary, high school and college students to explore art, space, technology, and the future of the world being built in Silicon Valley. The event will feature talks by leading NASA scientists and experts. This year, Yuri's Night Bay Area will also be host to the Conrad Foundation's Spirit of Innovation Awards' final event, the Innovation Summit. The Spirit of Innovation Awards challenges high school students to create products using science, technology, and entrepreneurship. Finalist teams in this competition will present their concepts for commercial opportunities and cash grants worth over \$100,000. In addition to the student presentations, workshops, and speakers from leading scientists and entrepreneurs will be open to the public. This event will be open to all schools (K-12 and college) from 9:00 a.m. until 3:00 p.m.

DAY 2

SATURDAY APRIL 10, 2010 will be a concert festival from 12:00 p.m. until 12:00 a.m. Artists from all over the world will assemble at NASA Ames to captivate Yuri's Night participants. Significant aircraft from past decades will be on hand as static displays with tours and flying demonstrations. Speakers from NASA, space industry, and groundbreaking technology organizations will inspire attendees with the possibilities of the future. Science-inspired large and small scale art installations will be incorporated in all aspects of the event with a meld of technology and creativity that leads to an event like no other in the world. Interactive sci/tech exhibits from NASA and leading space groups will round out the awe-inspiring second day of Yuri's Night.





NASA AMES RESEARCH CENTER

NASA Ames Research Center, located at Moffett Field, California, was founded Dec. 20, 1939 as an aircraft research laboratory by the National Advisory Committee for Aeronautics (NACA) and in 1958 it became part of the National Aeronautics and Space Administration (NASA).

Ames Research Center, one of 10 NASA field installations, is located in the heart of California's Silicon Valley at the core of the research cluster of high-tech companies, universities and laboratories that define the region's character. With over \$3.0 billion in capital equipment, 2,300 research personnel and a \$600 million annual budget, Ames' economic impact is significant. Ames plays a critical role in virtually all NASA missions in support of America's space and aeronautics programs.

As a leader in information technology research with a focus on supercomputing, networking and intelligent systems, Ames conducts the critical R&D and develops the enabling technologies that make NASA missions possible. Ames also is a leader in nanotechnology, fundamental space biology, biotechnology, aerospace and thermal protection systems, and human factors research. Ames research in astrobiology focuses on the effects of gravity on living things, and the nature and distribution of stars, planets and life in the universe.



**PROJECTED DEMOGRAPHICS EDUCATION DAY
FRIDAY APRIL 9TH, 2010**

ATTENDANCE	3000-5000 participants
GRADES	45% 4th-6th grade; 30% 7th-8th grade; 25% 9th-12th grade
GENDER	60% male; 40% female
ETHNICITY	50% Caucasian, 20% Asian-American, 15% African-American, 15% Hispanic

**PROJECTED DEMOGRAPHICS
SATURDAY APRIL 10TH, 2010**

ATTENDANCE	10,000 participants
AGE	74% 17-35 year olds; 21% 35-65 year olds
GENDER	57% male; 43% female
EDUCATION	55% college-educated or in college; 45% high school education or in high school
INCOME	40% \$25K-40K, 40% \$40K-\$80K, 20% \$80K+
ETHNICITY	65% Caucasian, 15% Asian-American, 15% African-American, 5% Hispanic

PRIMARY AUDIENCE

Yuri's Night Bay Area (YNBA) core audiences are tech savvy Early Adopters who fuel the intellectual and culturally diverse communities of the metropolitan Bay Area including Silicon Valley, San Francisco, Berkeley, Oakland, San Jose, and surrounding areas including Marin and Santa Cruz counties; all hotbeds of the burgeoning Lifestyles of Health and Sustainability (LOHAS) movement, one of the fastest-growing markets in North America. YNBA festivities are geared to appeal to the young--and the young-at-heart--celebrants who are typically well-educated, family-oriented, affluent and socially progressive.

SECONDARY AUDIENCES

In 2010, Yuri's Night in the Bay Area is reaching out to an exciting and diverse range of secondary audiences.

Through the dedicated work of a number of NASA Ames Advisory Groups, YNBA will reach out to minority groups that are typically under-represented in the science and engineering fields, including Asian-Americans, Hispanics, African-Americans, and women. Finally, Yuri's Night Bay Area is a unique opportunity for NASA employees to express their commitment and share the joy of working in team environments to solve some of the biggest problems facing our generation today.

LUMINARIES AND VIPS

At Yuri's Night Bay Area 2010 a VIP area will welcome the many luminaries expected to participate in the festivities throughout the day and into the evening. Sponsors from the Stellar to Cosmic Visionary levels, world renown performers, local government officials, NASA representatives and other VIPs are invited to enjoy the special amenities afforded in this private, temperature-controlled atmosphere.



EVOLUTION AND GROWTH OF YURI'S NIGHT AT NASA AMES

2007

The first celebration of Yuri's Night in the San Francisco Bay Area was hosted by the Space Generation Advisory Council at NASA Ames Research Center in 2007, and attracted over 4000 attendees. It was an incredible success!

HIGHLIGHTS FROM 2007 INCLUDED

- An appearance and talk by the first female space tourist, Anousheh Ansari, and other noted space speakers
- More than 40 large-scale art and science demonstrations from Burning Man to NASA technology
- Over 10 hours of continuous musical performances.

2008

The second celebration of Yuri's Night bay area was a collaboration of Space Generation and local volunteers leading the mission. 2008 attracted over 8000 attendees, more than doubling the prior year's celebration.

HIGHLIGHTS FROM 2008 INCLUDED

- Transitioned from an 80,000 square foot event area to an 320,000 square foot concert festival.
- Featured over 100 different art installations and exhibits from all over the world.
- Extending the event's ground breaking vision by adding multiple aerial demonstrations to the programming of the event.
- Shared the event with thousands of people from all over the world via an online webcast.

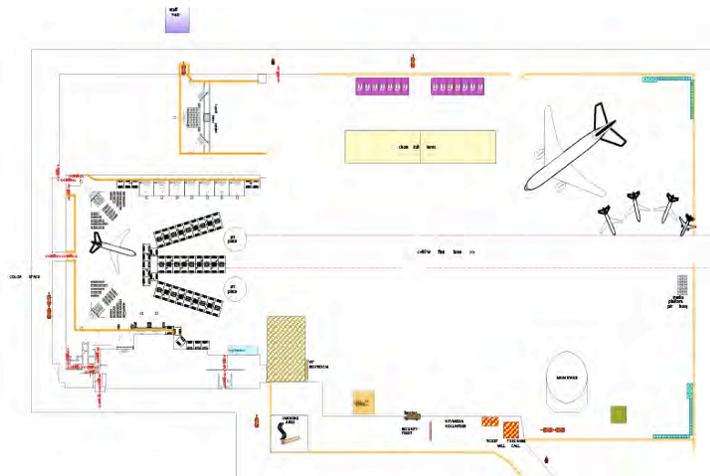
2009

Yuri's Night Bay Area 2009 was hosted at the California Academy of Science on Thursday April 10 in celebration of the opening of their new state of the art facility in Golden Gate Park. The museum was open after hours to Yuri's Night ticket holders only. The 3,000 tickets sold out weeks ahead of time and additional tickets released at the door drew lines that wrapped around the building.

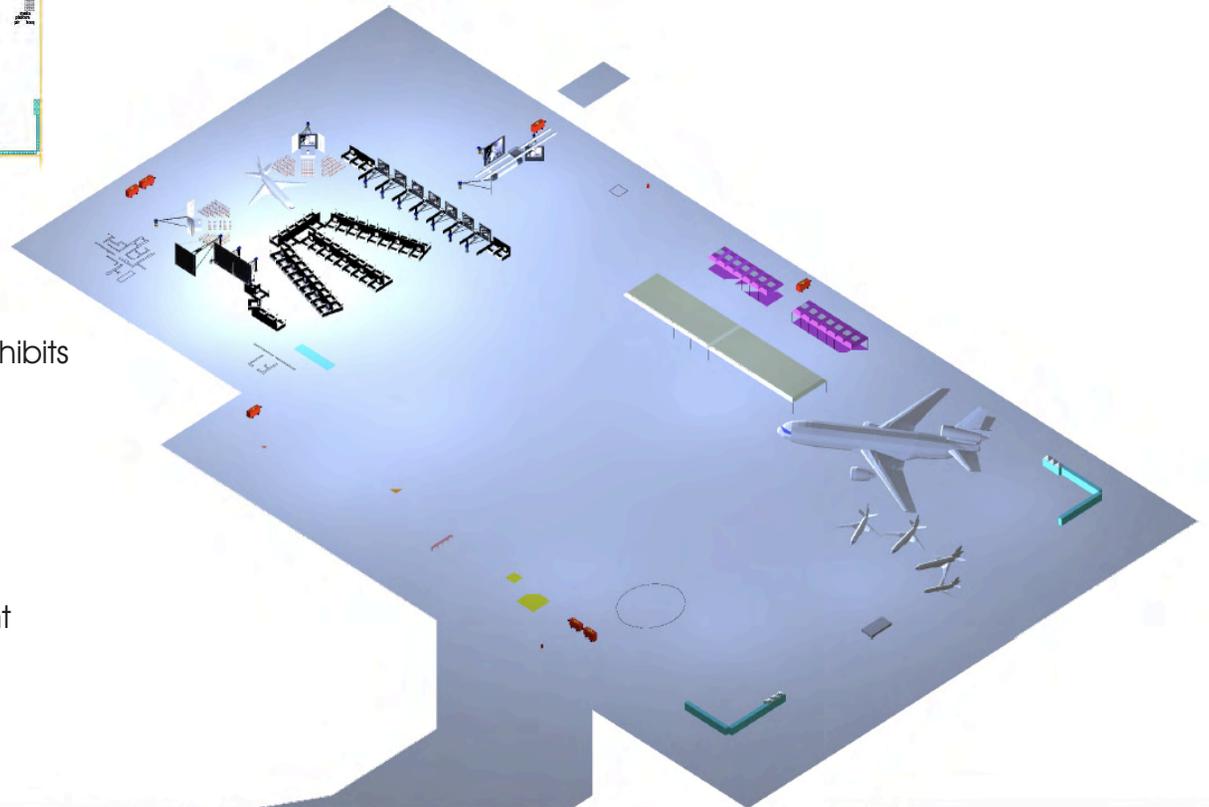


EVENT OVERVIEW

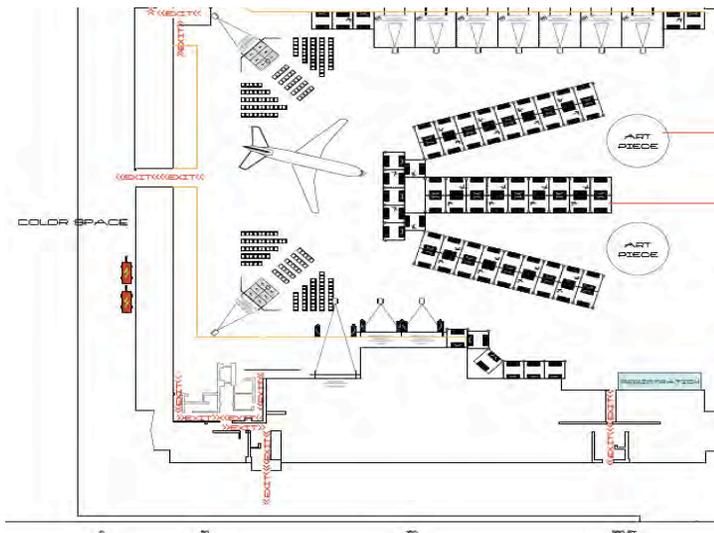
- 300,000+ square feet of festival space and open tarmac
- Two colossal aircraft hangars
- Four stages of entertainment
- Aerial demonstrations over the airfield



- Large and small scale art performances scattered throughout the event
- Over 100 interactive art and technology exhibits
- Ample parking and shuttle service
- Access to mass transit
- Full food concessions
- Beer and wine gardens
- Full VIP tent with catering and entertainment



EXPO OVERVIEW



- 80,000+ square feet of festival space
- Conrad Foundation's Spirit of Innovation Awards
- Two presentation/performance stages

- Dozens of interactive booths and displays
- Inspiring words from leaders in space technology will captivate attendees
- Colorful and innovative art exhibits from all over the world

