



Penny4NASA (Penny4NASA.org) promotes the economic, scientific, and cultural value of an appropriately funded national space program. Penny4NASA seeks to increase the budget of the National Aeronautics and Space Administration (NASA) from 0.48% to 1% of the federal budget, and maintains that doing so will provide the United States with a stronger economy, increasingly improved technologies, and new careers in STEM (science, technology, engineering, and mathematics) fields. Penny4NASA is a campaign run by the non-profit organization Space Advocates (SpaceAdvocates.com).

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Media Contact

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Organization Overview

Penny4NASA is the primary campaign of Space Advocates, a non-profit organization founded by John Zeller in Spring 2012. Space Advocates is powered by a team of 31 volunteers who collaborate online. Our current list of volunteers and their photos are available for media use at this link: www.penny4nasa.org/about

Director Biographies:

John Zeller

Founder & Executive Director

Founder and Director of Advocates for Space Exploration and its' Penny4NASA campaign, is a senior at Oregon State University majoring in Computer Science. He currently serves as Team Lead for the OSU Robotics Club's Mars Rover Team. Since childhood, Zeller has been interested in space, science and technology. Even then, he understood the importance of pushing a space frontier, wondering why humans had gone to the Moon but not on to Mars and beyond. After graduation, Zeller plans to pursue a Master's degree, leading to a career in aerospace or robotics development in the private space industry. Zeller believes wholeheartedly that an active space program provides future generations of Americans an invigorated spirit of exploration and discovery centered around science, technology, engineering, and mathematics. This spirit will continue to increase the economical, inspirational and technological dividends that already come from NASA and other institutions.

Note on OSURC: John Zeller, and the actions presented in the #Penny4NASA campaign, are not representative or related to the OSURC's activities as a student organization.

Evan Schurr

Director of Video Development

Evan Schurr is an undergraduate student of Chemistry at the University of Louisville, with hopes to attend graduate school and eventually enter the space industry. He has always been interested in manned spaceflight, and enjoys combining his knack for video editing with his passion for all things space related. He hopes that in his efforts, he can pass along the spark of interest in science he found as a child to the rest of the general public. While Evan believes that the private space industry is nothing to be scoffed at, he strongly believes that cutting funding for NASA is a dangerous decision, and that private spaceflight and NASA can and will coexist in the future. He hopes that in the future he will be employed in this dynamic industry.

Curtiss Thompson

Director of Social Media

As an undergraduate student in political science and journalism, Curtiss is interested in leveraging new media as a vehicle to influence public policy. Due to his clout on sites such as Digg and reddit, he landed a position at AOL's social news site Netscape.com. Subsequently, he was interviewed by the Wall Street Journal for their feature story, The Wizards of Buzz, recognized as one of the 20 most influential people in social media.

In 2011, he was a major proponent of the SETI Stars initiative to bring the Allen Telescope Array out of hibernation. Contributing to the grassroots social media campaign #DecideToListen, he helped raise \$200,000 to fund the SETI project. Recognizing the transformative power of scientific endeavours on society, Curtiss is firmly committed to seeing NASA funded to a level commensurate with the tremendous economic, technological and inspirational value it confers.

Sumedha Garud

Director of Public and Media Relations

Sumedha's professional background includes over 14 years of Marketing & Public Relations experience across a wide range of industries. She graduated from the University of California, San Diego, after studying Cognitive Science, Political Science, and Theatre/Dance. She currently employs her eclectic skill set to support outreach at NASA, advance audio art on her radio show, and mentor youth in website design. Sumedha is also a pro-bono communications consultant for various non-profit organizations.

Space exploration inspires us to advance technology -- and the effects of exploration benefit everyone on Earth in our everyday lives. Sumedha hopes to spread this message through work that takes Space Advocates and the Penny4NASA cause to new heights.

Note: Sumedha Garud's actions for Space Advocates are as a representative of Space Advocates; she does not represent NASA and she does not represent any company contracting for NASA.

Space Advocates Board of Directors:

John Zeller
President / Treasurer

Trevor Waddell
Vice President

Kyle Sullivan
Secretary

Nick Saab
Board Member

Evan Schurr
Board Member

Social Media

Penny4NASA Campaign Social Media:

Penny4NASA has run social media campaigns since Spring 2012 (statistics current as of 3/2014).

Google+

www.gplus.to/Penny4NASA

(85K+ “+1s”)

Facebook

www.facebook.com/PennyForNASA

(20K+ Likes)

Twitter

www.twitter.com/Penny4NASA1

(2K+ Followers)

Tumblr

www.pennyfornasa.tumblr.com

(6K+ Followers)

YouTube

www.youtube.com/Penny4NASA

(1K+ Followers)

Space Advocates Social Media Accounts:

Additionally, our official Space Advocates social media accounts are used to communicate organization news and raise public awareness on space-related topics.

Google+

www.gplus.to/SpaceAdvocates

Facebook

www.facebook.com/SpaceAdvocates

Twitter:

www.twitter.com/SpaceAdvocates

News Highlights

Space Advocates and our Penny4NASA campaign have appeared in numerous articles from a wide variety of news outlets. A few links are listed here:

Gizmodo.com

“Why the Government Must Spend More Money On NASA”

by Jesus Diaz, November 26, 2012

<http://gizmodo.com/5962595/why-the-government-must-spend-more-money-on-nasa>

Slate.com

“Neil deGrasse Tyson: Why We Need To Double NASA’s Budget”

by Torie Bosch, June 4, 2012 (Future Tense Blog)

http://www.slate.com/blogs/future_tense/2012/06/04/neil_degrasse_tyson_and_the_penny4nasa_campaign_to_increase_nasa_s_budget_video_.html

WashingtonPost.com

“Neil DeGrasse Tyson asks us how much the universe is worth; the Web responds”

by Emi Kolawole, March 20, 2012 (Innovations Blog)

http://www.washingtonpost.com/blogs/innovations/post/neil-degrasse-tyson-asks-us-how-much-the-universe-is-worth-the-web-responds/2012/03/19/gIQAvw34NS_blog.html

Press Releases

Penny4NASA.org Press Release

“CITIZEN MOVEMENT SEEKS INCREASE TO NASA’S BUDGET”

by John Zeller, March 12, 2012

<http://www.penny4nasa.org/press-releases/trying/>

More Press Releases:

www.spaceadvocates.com/press

FAQ

What are the benefits of investing in the space program?

America's investment in the national space program during the 1950s and 1960s ushered in an era of technological and economic advancement beyond anything the world had ever seen. Many innovators were inspired by the Mercury, Gemini, and Apollo missions. And many of their advancements – cellular phones, MRIs, and fuel cells to name a few – could not have been possible had it not been for NASA research and development. NASA research and development consistently comes back into the economy as new technologies, called NASA Spinoffs. More information on Spinoffs: spinoff.nasa.gov.

What is the current state of the space program budget?

Currently, the national space program has entered a critical stage where falling public budgets and a lack of strategic leadership are taking their toll on NASA's programs in spaceflight and aeronautics. As commercial spaceflight firms like SpaceX take on NASA's historical role in accessing low earth orbit, full and consistent funding of our national space program is key to realizing NASA's mission to advance the far frontiers of spaceflight and aeronautics as established in the 1958 National Aeronautics and Space Act.

Do you support current space policy?

Space Advocates supports the policy priorities established in 2010's National Space Policy which supports increased investment in space education and workforce development, fosters commercial space development, and encourages greater partnership between public and private space organizations.

Do you endorse a political party or candidate?

While Space Advocates, as well as our primary campaign Penny4NASA, is political in nature, we do not seek to endorse any individual parties or candidates.

Additional FAQ available at:

<http://www.penny4nasa.org/faq>

Logos

Space Advocates welcomes media to use our logos in their exact form as provided here. Logo use is restricted to Space Advocates, partners, and any media outlets publishing articles or Web pieces specifically about Space Advocates / Penny4NASA. Our logos should only be used on informational materials and should not be used in a way that is harmful, deceptive, obscene, or otherwise objectionable to the average person. Use only the original art files as provided by Space Advocates. Our logos may not be altered, cut, separated, or otherwise distorted in perspective or appearance.

Space Advocates Logos:



Penny4NASA Logos:



Full size files available at: <http://www.spaceadvocates.com/press>

Selected Media

Images:

HOW TO WISH UPON A STAR

1. Travel to penny4nasa.org
2. Click on "Take Action"
3. Send your wish to congress

SPACE ADVOCATES
PENNY4NASA

“Science is not a subject you took in school. It's life. We are wrapped by it, in it, with it. And one's science literacy should never be viewed as a disposable dimension of one's mind -- not in this, the 21st century, where the engines of tomorrow's economies will derive from wise investments and innovations in science and technology.”

NEIL DEGRASSE TYSON -

SPACE ADVOCATES
PENNY4NASA

TECHNOLOGY FOR NASA'S SPACE SHUTTLE AND ROBOTS HAVE BEEN ADAPTED TO CREATE MORE FUNCTIONAL ARTIFICIAL LIMBS.

Creating solutions in space, creates solutions on Earth

PENNY4NASA
SPACE ADVOCATES

The most important fact of this century is not that Earth is threatened in many ways, It is that for the first time in all of its history a decisive means of protecting the home planet exists.

It is by using space.

-William E. Burrows

SPACE ADVOCATES
PENNY4NASA

Fire resistant polymer fabric developed by NASA protects firefighters, military, and civilians.

Creating solutions in space, creates solutions on Earth.



NASA
RESEARCH LED TO
THE DEVELOPMENT OF
1¢
BABY FORMULA
ADDITIVES THAT HELP
BRAIN DEVELOPMENT



Videos:

“For all Humanity - Spirit of Apollo”

http://www.youtube.com/watch?v=_G6jhUznonU

“Penny4NASA - We Stopped Dreaming” (Series)

<http://www.youtube.com/playlist?list=PLcriTDh9XrGjdLOzx9xmL6FM0F1XXA5ka>

Full selection of images and videos can be found on www.spaceadvocates.com, www.penny4NASA.org, and our social media accounts. Please see Page 4 of this document for social media links.

For more information or to schedule an interview, please contact Sumedha Garud, Director of Public and Media Relations, at sumedha@spaceadvocates.com.