



54th SCIENCE AND ENGINEERING FAIR OF METROPOLITAN DETROIT INC.
248-471-9900 • fax: 248-479-0383 • email: SF2011@SEFMD.org • <http://www.sefmd.org>

FOR IMMEDIATE RELEASE

Mayor, Governor and President Give Impetus to Metro Detroit Science Fair, Showcasing the Best Work of 1,600 Top Wayne, Oakland and Macomb County Students

Farmington Hills, MI Tim Fino, Director of the Science and Engineering Fair of Metropolitan Detroit (SEFMD), announced today that 1,378 sixth- to 12th grade students will compete next week for awards and recognition in the STEM disciplines – Science, Technology, Engineering and Mathematics. Venue is the 54th Science and Engineering Fair of Metropolitan Detroit, one of the largest such Fairs in the United States.

New this year is dramatically-increased representation from Detroit Public Schools. Mostly due to encouragement and support from Mr. Robert Bobb, Financial Manager of DPS, the impetus for Detroit students to participate was accelerated even more after President Obama's State of the Union speech in which he emphasized the value to America of super Science Fair stars over Super Bowl stars. The result is that 668 Detroit Public Schools students will compete in the 2011 Fair – twice as many as last year.

Throughout the history of the Detroit Fair, winning entrants have done exceedingly well at the State Science Fair. Ultimately, they also compete at the International Science and Engineering Fair, to be held this year in Los Angeles. In prior years, Detroit Fair students have won as much as \$250,000 in cash awards and scholarships at ISEF.

The Science and Engineering Fair of Metropolitan Detroit will be held March 15-19, 2011 at Cobo Center in Detroit. Students set up their projects on March 15 and are judged on March 16. It is open to the public (free of charge) March 17-18 from 9:00 AM to 7:00 PM

Judges come from all walks of life, but are drawn primarily from the local automotive industry. This year, as in the past years, a large percentage of judges come from Ford Motor Company (122 judges from Ford are registered to date). This year there is a special emphasis on Chemistry, so SEFMD has solicited judges from Southeast Michigan chemical companies in response to this trend.

Note to the Press:

Judging takes place on Wednesday, March 16, between 9:00 and 11:30 AM. Dr. Robert Bobb has confirmed that he will be there and support the students who responded to his call for more emphasis on STEM in Detroit Public Schools. On Friday, May 27, SEFMD will host an evening Grand Awards Reception at the DAC. Mayor Bing has confirmed that he will attend. We encourage you to join us at both of these events.

About the Science & Engineering Fair of Metropolitan Detroit

The Science and Engineering Fair of Metro Detroit is a non-profit organization dedicated to promoting science and engineering discovery in students in 6th through 12th grade. The Science and Engineering Fair of Metropolitan Detroit is one of the largest fairs of its kind in the country. The Fair is open to all Wayne, Oakland and Macomb County students who are dedicated to expanding their knowledge and understanding of the world around them."

Science Fair Contact:
Tim Fino, Fair Director
248-471-9900
SF2011@SEFMD.org

PR Contact:
Jim Meloche, The Marketing Collaborative
248-376-4076
jim@themarketingcollaborative.net