



PRESS RELEASE



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Scotch Brand and Discovery Education Partner to Present Comprehensive, Online Science Fair Support for Educators, Parents and Young Scientists

Scotch™ Science Fair Central website provides tools needed to promote innovation and support project-based learning

Silver Spring, Md. (Feb. 9, 2009) – [Scotch Brand Products](#) and [Discovery Education](#) recently launched a new website supporting educators, parents, and young scientists as they embrace one of the school year's greatest opportunities for project-based learning – The Science Fair. Featuring comprehensive free resources, [Scotch Science Fair Central](#) provides clear guidance to teachers and science fair leaders on how to help students capture the spirit of innovation as they plan, complete, and present a successful science fair project.

Scotch Science Fair Central is organized into three, easy to navigate sections. In the website's *Getting Started* section, teachers and science fair leaders learn how to jumpstart their students' projects with a searchable database of more than 100 project ideas and useful pointers on topics, including choosing a project type, validating a project, and gathering resources. Student worksheets and checklists are included in this section to help science fair participants choose a research or invention topic of interest, develop and complete a successful plan, monitor the time needed to complete the project, and prepare the presentation.

The *Science Fair Projects* section is devoted to providing useful information on conducting a project, and provides visitors project steps, project samples, and a sample materials list. Finally, the *Science Fair Presentations* section of the site features a virtual project display, offers useful pointers for using the right construction supplies to create high-impact displays, provides guidelines on how to deliver good oral presentations, and offers insight on what judges look for in winning science fair projects.

In addition to helping support students, the *Scotch Science Fair Central* website contains content devoted to preparing parents and science fair coordinators as they assist students in their efforts. Parent-focused content includes useful advice on how best to help students, what a completed project should look like, and printable materials lists. Content available for science fair coordinators, such as the *Science Fair Coordinator's Checklist*, helps make sure local science fairs run smoothly and efficiently.

MORE

“Science fair is a wonderful opportunity to take advantage of the benefits of project-based learning,” explained Dale Fulton, Discovery Education Senior Vice President of Curricular Development. “During the science fair process, students learn the scientific facts of their project, as well as investigative skills, presentation skills, and other valuable lessons. The *Scotch Science Fair Central* website provides teachers, students, and science fair coordinators useful resources that allow them to focus on the most important objective: learning.”

Part of learning is making sure students identify ideas that “stick.” To this end, Scotch products provide multiple craft and adhesive solutions – tapes, glue sticks, and mounting products – to assist model building, measurement, and creativity. Visit the *Scotch Science Fair Central* website at www.scotchsciencefair.com.

For more information about Discovery Education, visit www.discoveryeducation.com or call 800-323-9084.

About Discovery Education

Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) revolutionized television with Discovery Channel and is now transforming classrooms through Discovery Education. Powered by the number one nonfiction media company in the world, Discovery Education combines scientifically proven, standards-based digital media and a dynamic user community in order to empower teachers to improve student achievement. Already, more than half of all U.S. schools access Discovery Education digital services. Explore the future of education at www.discoveryeducation.com.

About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M’s core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$24 billion in sales, 3M employs 79,000 people worldwide and has operations in more than 60 countries. 3M also is the presenting sponsor of the [Discovery Education 3M Young Scientist Challenge](#), a national science competition developed for middle school students.

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