



NEWS RELEASE

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National Science Competition Searches for America's Top Young Scientist

*Chance for middle school students to win \$50,000 in U.S. savings bonds in the
Discovery Education 3M Young Scientist Challenge*

Silver Spring, Md. and St. Paul, Minn. (Jan. 27, 2010) – [Discovery Education](#) and [3M](#) are proud to announce the 2010 call for entries for the [Discovery Education 3M Young Scientist Challenge](#), the nation's premier science competition for students in grades 5 through 8. Ten finalists will be selected to receive an all-expenses-paid trip to New York City to compete in the final challenge in October. The winner will receive \$50,000 in U.S. savings bonds (\$25,000 cash value), a tour of 3M's celebrated Innovation Center in St. Paul, Minn., given by some of today's top scientists, and the title of "America's Top Young Scientist."

Research shows that science test scores start to drop in middle school when interest in science begins to wane. In an effort to foster the development of our nation's next generation of scientists, Discovery Education and 3M have teamed up once again to reward students for their science acumen and curiosity, while encouraging them to share that passion by creatively communicating their findings through this national science competition.

Everyday, scientists around the world rely on communication to help solve scientific problems and transform creative ideas into innovative solutions. For this reason, middle school students residing in the United States are asked to create a one- to two-minute video communicating the science behind a possible solution for one of the following safety and security issues that are present in everyday life:

- 1) Preventing the spread of germs/diseases
- 2) Food safety
- 3) Sun protection
- 4) Wind resistant structures

Evaluated by a panel of judges, all video entries for the 2010 science competition will be accessed on the basis of creativity, persuasiveness, classroom suitability, and overall presentation. Videos will not be evaluated on production skills and may be recorded on cell phones or simple digital

cameras. **All video entries must be submitted online at www.youngscientistchallenge.com no later than May 27, 2010.**

For more information on the 12th annual Discovery Education 3M Young Scientist Challenge, including submission guidelines and examples of entry videos, go to www.youngscientistchallenge.com.

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 \$25 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 60 countries. For more information, visit www.3M.com.

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