



## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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### **PREMIER MIDDLE SCHOOL SCIENCE COMPETITION ANNOUNCES STUDENT SEMIFINALISTS**

*Forty-Seven Students Across the Nation Competing to Win \$50,000 in U.S. Savings Bonds and Title of "America's Top Young Scientist"*

**Silver Spring, Md. & Minneapolis, Minn.** (July 13, 2010) – Today, **Discovery Education** and **3M** announced the top 47 middle school students from across the country as semifinalists in the 12th annual **Discovery Education 3M Young Scientist Challenge**.

The semifinalists were selected based on their science communication skills exhibited in a short video explaining the science behind issues millions of Americans face in everyday life, including preventing the spread of germs, ensuring food safety and sun protection. All video entries were evaluated by a panel of judges and assessed on creativity, persuasiveness, classroom suitability, and overall presentation – not on video production skills.

Each semifinalist will receive \$250 and a prize package including a plaque honoring their science teacher or mentor. Judges will announce the top ten finalists in August, each of whom will be awarded an all-expenses paid trip to New York City to compete in the Discovery Education 3M Young Scientist Challenge finals on October 5, 2010. The winner will receive \$50,000 in U.S. Savings Bonds (\$25,000 cash value), the title of "America's Top Young Scientist," and a trip to St. Paul, Minn., to work alongside 3M's top scientists and visit the 3M Innovation Center.

"We are extremely pleased with the quality and ingenuity exhibited by the 2010 Young Scientist Challenge entries," said Bill Goodwyn, president of global distribution and CEO of Discovery Education. "These semifinalists have demonstrated their ability to successfully communicate a variety of scientific ideas, and Discovery Education, together with our partner 3M, is pleased to recognize their outstanding efforts."

As the nation's premier science competition for middle school students, the Discovery Education 3M Young Scientist Challenge targets students in the years when research indicates their interest in science begins to fade and encourages them to explore scientific concepts and creatively communicate their

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findings. For more information on the challenge, including the full list of 47 semifinalists, their hometowns and ages, go to [www.youngscientistchallenge.com](http://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](http://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](http://www.3M.com).

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