

Press Release



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Karen Peterson, Mark German and Jennifer Stancil are available for interviews.

National STEM partners launch BRITE for summer learning

By combining assets, three partners form a unique and extraordinary summer program for girls

June 24, 2020 (SEATTLE) - In the spaces between school closures, summer learning loss, and online experiences, **Brite** debuts in the summer of 2020 to step into the gaps for middle and high school girls that result in a vacuum for women in science.

This new summer experience is created in partnership with the National Girls Collaborative Project (NGCP), the World Science Festival and The Hello Studios in a first-of-its-kind collaboration. Throughout the month of July, girls ages 13-16 will have the opportunity to join summer camps featuring the **Brite** curriculum. Versed in online education and nationwide partnership, ten locations around the U.S. will welcome girls (virtually or in person according to state guidelines) to participate in uniquely designed summer camps that feature women in fields who study the neuroscience of music, the origins of humanity, and the microorganisms in unusual ecosystems who might lead to cures. **Brite** pairs these women innovators with activities, peer collaboration, behind the scenes tours, performances and the opportunity to dive deeper at home. **Brite** gives girls a peek into their future with the edgy science happening *right now*. Girls will have a weekly opportunity to present to one another as part of a virtual **BriteFest** each Friday. **Britetalks** create a dialogue between the girls and women pioneers, who are sharing ideas about the intersection of music and cognition or stepping foot into a volcano, or turning their Ph.D. thesis into a fashion statement about microbiology. Weekly themes include Danger!, Art x Science, and Mind Matters.

If you're a part of the general public who loves to learn, you can be a part of **Brite** too. **Britetalks** will be live on the World Science Festival YouTube channel in August. For a full line up of speakers and more about **Brite**, you can visit www.ngcproject.org/brite.

"Our combination of innovative technology, amazing people, and unwavering commitment to excellence is a win for girls this summer," says Jennifer Stancil, Founder of The Hello Studios and partner in Brite. "When COVID-19 hit, we had groups across the nation telling us they needed

STEM content delivered in a whole new way this summer,” says Karen Peterson, Founder and CEO of the National Girls Collaborative Project, who has assembled programs and girls around the nation to benefit from this new program. But rather than a set of lectures, “The World Science Festival’s unique World Science U online platform allows for this program to be a cross-country dialogue for teens to explore their passion for STEM and learning in a new, collaborative, affirming way,” says Mark German, Director of Education Strategy and Initiatives at the World Science Festival. “At the end of the day, the program allows girls to strengthen their STEM identity by seeing that the world of science is opening new doors, based on what they are passionate about. It’s how their future is shaped by who they are and what they love to do,” says Stancil.

About the National Girls Collaborative Project

The National Girls Collaborative Project ([NGCP](#)) is a network of organizations committed to informing and encouraging girls to pursue careers in science, technology, engineering, and mathematics (STEM). Established in 2002, the NGCP has served over 20,000,000 girls through over 35,000 programs committed to gender parity across 41 states in the U.S. Via [The Connector](#), the nation’s largest and most prolific search engine of STEAM opportunities for K-12 engagement, NGCP’s tapestry of programs make their way to educators, parents, and the youth they serve. In addition, through NGCP’s research, the importance of mentors in girls’ career path is essential, leading to the creation of [FabFems](#), a database connecting women working in STEM careers so they can directly spark girls’ interest in STEM, dispel stereotypes, and expand girls’ perceptions of their STEM career options. Through its ethos of collaboration, NGCP draws the resources of corporations, academia, governments, and nonprofits alike toward the shared goal of STEM equity. Learn more about the National Girls Collaborative and its programs at [ngcproject.org](#).

About the World Science Festival

The World Science Festival produces original live and digital content that brings scientific discovery, insight and perspective to a broad general audience.

Their flagship live event, The World Science Festival, is an unprecedented annual tribute to imagination, ingenuity and inventiveness. Through programming that spans a broad range—from vibrant discussions and debates to works of theatre and film—world-class scientists, leading thinkers, and renowned artists take science out of the laboratory and into the streets, theaters, museums, and public halls of New York City, making the esoteric understandable and the familiar fascinating. The week-long New York Festival has drawn more than a million and a half visitors since its launch in 2008, with millions more viewing the programs online.

The World Science Festival’s live events and theatrical productions tour nationally and internationally. The World Science Festival Brisbane launched in March 2016, bringing distinctive programming to new audiences and establishing the first annual Festival outside of New York.

World Science U is one of their online education initiatives, where students and lifelong learners can dive more deeply through artfully produced digital education content presented by world-renowned scientists. The World Science Festival is a production of the World Science Foundation, a 501(c)(3) non-profit organization headquartered in New York City.

About The Hello Studios

[The Hello Studios](#) creates spaces, places and stories that spark vast opportunity and impact. We build the capacity of individuals, organizations and systems to share, influence, collaborate and transform the world.

Founded by innovator Jennifer Stancil, The Hello Studios harness the power of storytelling, strategy, and relationships to develop experiences, embolden companies, and be better - and more equitable - together through imagination, creativity and collaboration. With almost 25 years of experience in informal learning settings working with blue-chip companies like Sesame Street, the Fred Rogers Company and NASA to contributors like the Heinz Endowments, MacArthur Foundation, and Motorola Solutions Foundation, Stancil brings her Emmy-winning storytelling, experience and vision to each transformative project. We had you at hello.