



PRESS RELEASE

Science that will blow your (STEM) mind

Dozens of East LA-students will immerse themselves in a day of hands-on science, thanks to the Great Minds in STEM's 'Viva Technology' program, with the support of State Farm

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What: 30th edition of 'Viva Technology', the one-day science immersion program by the non-profit *Great Minds in STEM*.

When: Friday, May 25th, from 9:30 AM to 3 PM.

Where: Roosevelt High School, 456 S Mathews St, Los Angeles, CA 90033 (check in: front office; event location: small gymnasium).

Los Angeles, CA (5/23/18).- May 25th 2018... 9:30 AM... Roosevelt High School... East LA... Earth... These are the coordinates of the location and the moment in time where dozens of East L.A. high school students will be beamed high dosages of science, part of their own making, part from advanced STEM students, with the support of State Farm. They will transform a gym into a very special lab where no question will be too big, and no hypothesis too crazy, in order to try to solve some of the most pressing problems and technological challenges of our planet.

During the VIVA Technology program, students are the integral part of a day infused with competitive science, technology, engineering and math (STEM) fun activities designed to expand their neuronal connections, and help them visualize the path to college and to a brighter future. Working alongside STEM university student role models, they will work in teams to create an impromptu "innovation challenge", for a chance to win STEM-based prizes, in an experience that for 30 years has proven to be electrifying.

Speaking to the students will be [Zulema Velasquez](#), a State Farm agent in Boyle Heights who attended Roosevelt High School, before becoming the first person in her family to graduate from college, becoming a Hispanic marketing expert at a major record label, and transitioning into the successful small business owner that she is today. Velasquez, who sold eggs door to door with her mother at age 8 after her parents divorced, says: "I wholeheartedly agree with State Farm's Mission, to help people manage the risks of everyday life, recover from the unexpected, and realize their dreams... My mission in life is to help people through education."

State Farm recently donated a grant to Great Minds in STEM to make this program possible.

INTERVIEWS, PHOTO AND FILMING AVAILABLE

About Great Minds in STEM®

Great Minds in STEM™ (GMiS) is the gateway for Science, Technology, Engineering and Mathematics (STEM). Established in 1989, as HENAAC, Great Minds in STEM™ is a national non-profit organization that focuses on STEM educational awareness programs for students from kindergarten to career. GMiS provides resources for recognition and recruitment of Hispanics in STEM on a national level, connecting multi-areas of engineering and science arenas to the general population. GMiS created the Viva Technology™ Program in 2001 to engage students, teachers and parents with STEM challenges and activities that stimulate interest in the application of technology and provide STEM-focused career pathways. Viva Technology has been implemented in 18 states & the District of Columbia, and reached over 136,000 students, teachers & parents through its various program options. For more information, please visit: <http://www.greatmindsinstem.org/>

About State Farm®

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