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**For Immediate Release**

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**Great Minds in STEM™, NASA Glenn Research Center, and the B2B Initiative  
Collaborate to Bring the Viva Technology™ Program to Grand Rapids, Michigan**

As a proud step in continuing the ongoing effort to expose middle school students to science, technology, engineering, and math careers (STEM), Great Minds in STEM™, NASA Glenn Research Center, and the B2B Initiative are partnering for the second year to return the nationally acclaimed Viva Technology™ Program to Grand Rapids, Michigan in support of NASA's Summer of Innovation project. NASA has been an avid supporter of Great Minds in STEM™ (previously known as HENAAC), and continues to assist our mission to inspire America's future technical workforce. This year the Viva Technology™ program will present a larger program model, in which 400 students from the Summer of Innovation project will come together to experience a day overflowing with high energy in a unique and educational atmosphere.

NASA's Summer of Innovation project vision and mission is to advance excellence in summer and extended learning for underrepresented and underserved middle school students to inspire them toward future STEM pursuits and to strengthen efforts by providers that engage these target students in STEM learning by using exciting and rigorous NASA-based instructional resources, experiences and support tailored to local needs.

Viva Technology™ is Great Minds in STEM's National K-12 Educational Program. It is designed to engage students, parents and teachers in activities that stimulate their interest in the applications of technology and provide a STEM career focused path to higher education. It also helps students understand the correlation between their math and science studies and the many exciting careers in technology. The Viva Technology™ Program consists of two separate elements, both facilitated at Ottawa Hills High School. The parent portion will take place on Thursday, July 14, 2011 from 6:30pm to 8:00pm. The student portion will take place on Friday, July 15, 2011 from 8:30am to 12:30pm.

The parent portion will feature an orientation where participants will receive information about what their child will learn from partaking in the program, why encouraging student interest in math and science will positively impact their child's future and what STEM career opportunities lie ahead for these youth. The parent component will be presented in both English and Spanish.

The Viva Technology™ Student Program will aim to empower, educate, and excite 400 students of the Summer of Innovation project about many STEM career opportunities. As one of our largest programs, it maintains the competitive spirit of the Viva Technology™ Program by dividing our students into teams to participate in hands-on activities and educational exercises designed to explore math and science concepts. All 400 students will compete in a Rocket Launcher challenge and participate in a large scale STEM Jeopardy game. Furthermore, attendees will work in teams led by engineering and science students from surrounding universities and schools; including, but not limited to, Grand Rapids Community College, Grand Valley State University, Davenport University, and Creston GRAPCEP. They will also have the opportunity to interact with NASA Glenn Research Center and B2B community leaders. Present at the event to give a key note speech will be Mr. Lance Foster, NASA Aerospace Engineer. Active participation gives students opportunities to accrue points and win educational technology related prizes at the end of the day.

For more information about NASA's Summer of Innovation Project please visit [www.nasa.gov/soi](http://www.nasa.gov/soi)  
For more information about Viva Technology™ and future programs please visit [www.vivatechnology.org](http://www.vivatechnology.org)

**About Great Minds in STEM™**

Be a national leader in keeping America technologically strong by promoting Science, Technology, Engineering and Math careers especially in underserved communities. For more information about Great Minds in STEM please visit [www.greatmindsinstem.org](http://www.greatmindsinstem.org)