



**FOR IMMEDIATE RELEASE**  
April 24, 2010

**CONTACT:** P.A. d'Arbeloff  
617 253-6847  
[padarb@mit.edu](mailto:padarb@mit.edu)

## **Laser Show and “Big Ideas” Kick-off 2010 Cambridge Science Festival**

More than 200 events for the public  
April 24 through May 2

An extraordinary laser show specially commissioned to celebrate the 50th anniversary of the invention of the laser officially launched the 4th annual Cambridge Science Festival today, Saturday, April 24<sup>th</sup>, at the newly renovated Cambridge Public Library. The hugely popular, free “Science Carnival” featured 89 booths of experiments and demonstrations for the whole family plus free shuttle service from the Harvard, Kendall and Central Square Red Line MBTA stations. Hundreds of events, almost all of them free, will follow over the course of the nine-day festival.

“What better place to celebrate all things scientific than right here in Cambridge, home to many of the greatest scientists and engineers in the world,” said festival founder and MIT Museum director John Durant. “No place else on Earth has the concentration of superstar researchers, science & math-based companies and big ideas. The Cambridge Science Festival is a way for the whole community to get involved with the globally significant work going on all around us. Plus, it’s a lot of fun!”

Still to come: “Advances in Biomedicine: From Bench to Bedside” will feature Pfizer and The Broad Institute on Friday, April 30<sup>th</sup> with an evening of engaging discussion and debate on how pioneering scientific discoveries are translated into true medical progress. On Saturday, May 1<sup>st</sup>, MIT’s Brain and Cognitive Sciences Department will open its doors and welcome

families to “Brainia!” – a hands–on exploration of how the brain works. And every weekday of the festival, everyone is welcome at the MIT Museum for a brown bag lunch discussion with a different Noble Laureate each noontime.

New this year was “Big Ideas for Busy People” on Festival Eve, April 23<sup>rd</sup> at The Laboratory at Harvard. It was a series of ten brilliant, expertly refereed short, sharp talks by some of Cambridge's finest, including Lisa Randall, Ed Boyden, Nicholas Christakis, George Church, Alan Guth, Marc Hauser, Rebecca Saxe, Peter Galison, Angela Belcher, and Pardis Sabeti. Five minutes per talk, plus five minutes for questions – presenting a kaleidoscope of eye–popping, mind–boggling ideas – all in the space of just 2 hours!

Inspired by art, music and film festivals, the Cambridge Science Festival is a multifaceted, multicultural event that promises to make science accessible and engaging, highlighting the impact of science and technology in our day–to–day lives and beyond. Its offerings include adult only debates, presentations and receptions, as well as family focused activities and teen events including a video contest. Last year’s festival attracted more than 30,000 visitors to its workshops, demonstrations, behind–the–scenes tours, talks, performances, film screenings, and more. For the full schedule of events, visit <http://www.cambridgesciencefestival.org>

The festival is a collaboration among MIT, Harvard, the City of Cambridge, WGBH, and the Museum of Science, Boston.

Generous sponsors include MIT, the National Science Foundation, the City of Cambridge, Pfizer, the Massachusetts Cultural Council, Biogen Idec Foundation, Microsoft, MIT’s Knight Science Journalism Fellowship Program, Amgen, Elsevier, Genzyme, Harvard University, Vertex, Alnylam, BioMed Realty Trust, Cambridge Community Foundation, Cubist, Draper Labs, Google, IBM, MathWorks, Novartis, Analog Devices and CDM.

For additional information, photos, or to arrange an interview contact Nilagia McCoy at [nilagia@gmail.com](mailto:nilagia@gmail.com), or 805.705.6713.