



**For Immediate Release**

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## **Triad Celebrates N.C. Science Festival Sept. 11-26**

**Winston-Salem, N.C.** - From wiggly worms to advances in biotechnology, an assortment of fun-filled, hands-on workshops and activities are planned in Winston-Salem and surrounding communities from Sept. 11 through Sept. 26, coinciding with the first annual North Carolina Science Festival, a statewide celebration of science and technology.

The Science Festival offers the public an opportunity to experience science in fun and welcoming settings. The aim is to create an environment that encourages children to pursue science-related careers. Throughout the state, events will take place in a variety of venues, including science museums, businesses, college and university campuses, parks, theaters and more.

A special local feature, "STEMulating the Mind," is a free event that will be presented by the Atkins School of Biotechnology at Atkins Academic and Technology High School on Tuesday, Sept. 14. Event participants will be able to rotate through a series of hands-on demonstrations, accompanied by speakers in science, technology, engineering and mathematics.

Attached is a calendar, compiled by local organizations such as Targacept, SciWorks, Atkins Biotech High School and the Winston-Salem Chamber of Commerce, that lists some of the events planned in the Triad.

Targacept, a clinical-stage biopharmaceutical company in Winston-Salem, recognizes the cultural and financial impact of science and technology to local communities, and fully supports efforts to foster their appreciation and awareness, particularly within student populations.

We appreciate your posting these events on your bulletin boards and community calendars.

### **About Targacept**

Targacept is developing a diverse pipeline of innovative NNR Therapeutics(TM) for difficult-to-treat diseases and disorders of the nervous system. NNR Therapeutics selectively modulate the activity of specific neuronal nicotinic receptors, a unique class of proteins that regulate vital biological functions that are impaired in various disease states. Targacept's lead program, TC-5214, is in Phase 3 development as an adjunct treatment for major depressive disorder. Targacept leverages its scientific leadership and proprietary drug discovery platform Pentad(TM) to generate novel small molecule product candidates to fuel its pipeline and attract significant collaborations with global pharmaceutical companies. Targacept is committed to Building Health and Restoring Independence(TM) for patients. For more information, please visit [www.targacept.com](http://www.targacept.com) or [www.ncsciencefestival.org/](http://www.ncsciencefestival.org/).

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# Triad Calendar of Events - N.C. Science Festival

**Saturday, Sept. 11, 2010**

***Children's Museum of Winston-Salem***

**11:00 a.m.**

**Paws to Read:** The Winston-Salem Dog Training Club will bring their furry friends (dog therapy certified) by for a ter-*ruff*-ic storytime. You can shower love on the dogs, hear a story, see their special tricks and even read a story to them! Free with paid admission or Museum membership.

Contact: Christine Simonson, Director of Education

Children's Museum of Winston-Salem

390 South Liberty Street

Winston-Salem, NC 27101

phone: 336.723.9111 ext. 203

fax: 336.723.9469

[www.childrensmuseumofws.org](http://www.childrensmuseumofws.org)

**Tuesday, Sept. 14, 2010**

***Atkins School of Biotechnology***

**6:00 – 8:00 p.m.**

**STEMulating the Mind:** Hands-on activities, demonstrations in Science, Technology, Engineering, and Mathematics (STEM) will be available for participants of all ages. Choose your interest and rotate through a series of activities and speakers to gain a better understanding of the science around you. This event is free to participants.

Contact: Terry Howerton, Coordinator

Atkins School of Biotechnology

3605 Old Greensboro Road

Winston-Salem, NC 27101

phone: 336.703.6754 ext. 70503

fax: 336.748.3565

**Wednesday, Sept. 15, 2010**

***Children's Museum of Winston-Salem***

**10:30 a.m.**

**Wiggly Worm Wednesday:** Come visit our wiggly worms at the Animal Alphabet **W**! We'll explore their habitat, feel their skin, watch them squirm and even read them a story! Free with paid admission or Museum membership.

**11:00 a.m.**

**Paws to Read:** The Winston-Salem Dog Training Club will bring their furry friends (dog therapy certified) by for a ter-*ruff*-ic storytime. You can shower love on the dogs, hear a story, see their special tricks and even read a story to them! Free with paid admission or Museum membership.

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**Saturday, Sept. 18, 2010:**

***The Natural Science Center of Greensboro***

**10:00 a.m. - 4:30 p.m.**

**Snaketacular:** Celebrate the reptile world with this wildly popular event!

Free with paid admission or Museum membership.

Contact: Amy Keeter, Education Special Events Coordinator

The Natural Science Center of Greensboro

4301 Lawndale Drive, Greensboro, NC 27455

phone: 336.288.3769 ext. 388

[akeeter@natsci.org](mailto:akeeter@natsci.org)

[www.natsci.org](http://www.natsci.org)

**Thursday, Sept. 23, 2010:**

***SciWorks***

**9:00 to 1:00 p.m. for schools**

**BioTechnology Day:** Celebrate the National Science Festival with us!

Explore the field of BioTechnology and meet scientists involved in this exciting new field!

Free with paid museum admission.

Contact: Debbie Cesta, Vice President, Development and Marketing

SciWorks

400 W. Hanes Mill Road

Winston-Salem, NC 27105

phone: 336.714.7109

fax: 336.661.1777

[www.sciworks.org](http://www.sciworks.org)

**Friday, Sept. 24, 2010:**

***SciWorks***

**9:00 to 1:00 p.m. for schools**

**BioTechnology Day:** Celebrate the National Science Festival with us!

Explore the field of BioTechnology and meet scientists involved in this exciting new field!

Free with paid museum admission.

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