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Google and *Scientific American* foster the next generation of scientists

PRESS RELEASE FROM NATURE PUBLISHING GROUP
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Today marks the launch of the second annual \$50,000 *Scientific American* Science in Action award, powered by the Google Science Fair. The *Scientific American* Science in Action award honors a project that can make a practical difference by addressing an environmental, health or resources challenge. The Google Science Fair is open to young students aged 13 to 18 and entries are due April 30, 2013.

"Kids are born scientists and have wonderful ideas about how to make the world a better place," said *Scientific American* editor in chief Mariette DiChristina. "We are thrilled to once again sponsor the *Scientific American* Science in Action award as part of the Google Science Fair to recognize their great projects."

The finalists and winner of the *Scientific American* Science in Action award will be drawn from the entry pool of the Google Science Fair by a committee of esteemed judges. In addition to the \$50,000 cash prize, the winner will receive one year of mentoring to help realize the goal of her or his project and will be recognized at the 2013 Google Science Fair finalist event in September. More information is available at www.ScientificAmerican.com/science-in-action and www.google.com/sciencefair.

The winning project in 2012 was a Unique Simplified Hydroponic Method, developed by two 14-year-old boys, Sakhiwe Shongwe and Bonkhe Mahlalela, both from Swaziland. Shongwe and Mahlalela were also finalists in the 13-to-14-year-old age category at the overall Google Science Fair.

Scientific American has been a partner with the Google Science Fair, an annual international online competition, since it launched in 2011. For the third consecutive year, DiChristina will be the chief judge of the competition. Other partners of the Google Science Fair include CERN near Geneva, LEGO and *National Geographic*. For more information about the Google Science Fair and the *Scientific American* Science in Action award, please visit:

Science in Action landing page: www.ScientificAmerican.com/science-in-action
Google Science Fair 2013: www.google.com/sciencefair

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About Scientific American

Scientific American is at the heart of Nature Publishing Group's consumer media division, meeting the needs of the general public. Founded in 1845, Scientific American is the oldest continuously published magazine in the U.S. and is the leading authoritative publication for science in the general media. Together with ScientificAmerican.com and 14 local language editions around the world, it reaches more than five million consumers and scientists. Other titles include Scientific American Mind and Spektrum der Wissenschaft in Germany. Scientific American won a 2011 National Magazine Award for General Excellence. For more information, please visit www.ScientificAmerican.com.

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