



P R E S S R E L E A S E

For Immediate Release (July 8, 2014)

Contact: Stephanie Erb, 817-658-8613, stephanie@neighbormakerevents.com

“Robot Rivalry” teams needed *Fun way for businesses to support area STEAM initiatives*

(Knoxville, TN)...East Tennessee business owners have an opportunity support a great cause by competing in “Robotics Rivalry” at the Robotics Revolution event on Saturday, August 2. The event will provide participants multiple opportunities to learn about coding, Lego leagues, robotics, 3D printing, drones and industrial and technological advances.

Robotics Revolution, presented by the Tennessee Space Grant Consortium, is a project of The Muse Knoxville and is being coordinated by NeighborMaker Events, LLC. It is being held in the Jacob Building at Chilhowee Park.

“Robot Rivalry will provide a fun way for business teams to compete by building a simple, motorized ‘robot’ under the leadership of an experienced youth mentor,” said Ellie Kittrell, executive director of The Muse Knoxville. “It’ll be a great way to support science, technology, engineering, arts and mathematics (STEAM) efforts in East Tennessee, while competing to reign supreme in head to head competitions with other businesses on the ‘robot runway.’”

Competing teams will be encouraged to wear their company logos and bring ‘cheer gear’ to encourage crowd support. The crowd will ultimately decide the winner.

Robot Rivalry is designed to give back to the community, too. After the event, all of the kits will be donated to The Muse Knoxville for educational purposes and \$50 of the proceeds will go to the youth mentors First Robotics team to promote STEAM initiatives.

In addition to the Robot Rivalry, the runway will be used to demonstrate robotics advances in our Knoxville schools and area companies. Families can hang out in the Lego Lounge, enjoy the view from an on-site drone, see a live bomb detecting robot from the Knoxville Sheriff’s Department and watch 3D printers in action.

There will also be music and activities that will inspire attendees to “tinker and try.” Special timed events, such as a Robot Rivalry competition, will be held in the afternoon and Bertelkamp Automation will have a 60-foot robotics demonstration trailer on-site. Attendees can watch the Knox Makers’ drawing robot, “Pablo,” in action from 12-3pm.

Robotics Revolution is a day-long event, from 10am-4pm. Admission is \$6 per person, with family passes available for \$24. Children ages five and under are free. For more information, visit www.themuseknoxville.com. Advanced tickets are available on the website, or in person at The Muse Knoxville.

###