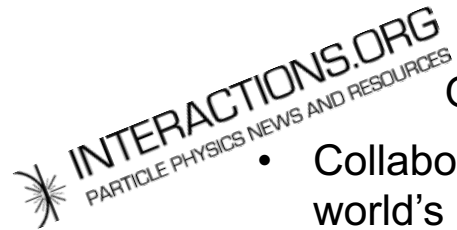


# Dark Matter Day

An initiative by the interaction collaboration

The idea: spread the word about dark matter through fun, low-threshold events

Dark matter is an easy entry subject to get people interested in physics and particle physics: it's mysterious, exciting, spooky, inspiring...



Organiser: Interaction Collaboration

- Collaboration of the communication departments of the world's particle physics laboratories in Europe, North America and Asia
- Founded in 2001 to make sure particle physics labs and projects work together with and not against each other
- Resource of particle physics info – press releases, news stories, pictures and more - for the media as well as the community and interested public



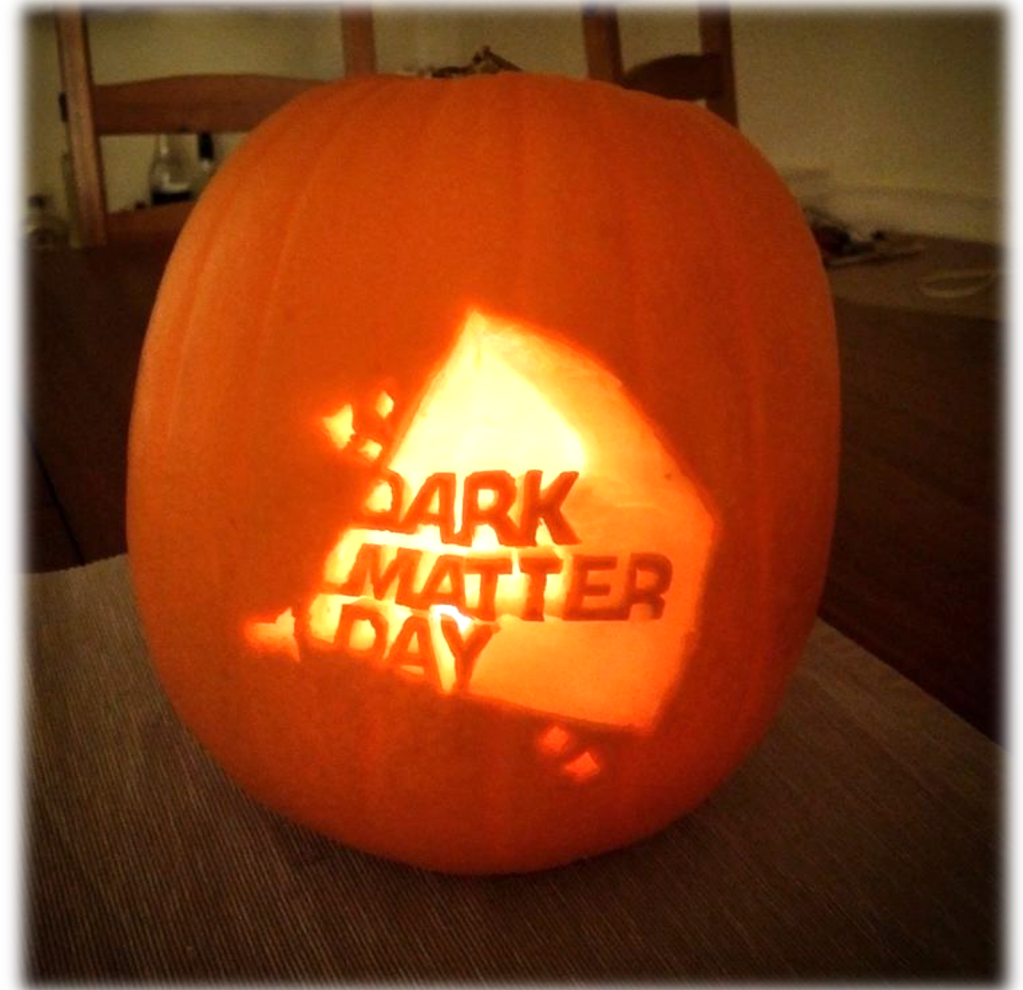
# Dark Matter Day

Spreading joy since 2017

Some 200 events organised around the world since 2017

Originally on 31 October (Halloween!); now also in the week(s) leading up to it

Events: mostly aimed at general public, students:



© Kathryn Boast

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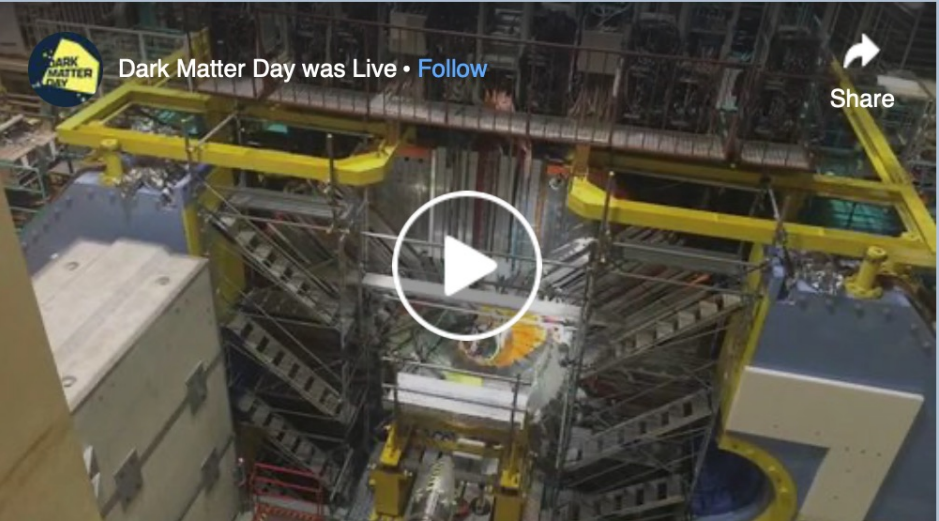
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© IHEP



© Sanford Lab



© KIT

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© Simon Wright



© STFC



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© DESY



© CNRS



© DESY



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© Nerd Nite SF



© HEPHY



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© DESY



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© STFC



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- Science in the pub
- Art meets science events
- Projects with schools
- ...and more!



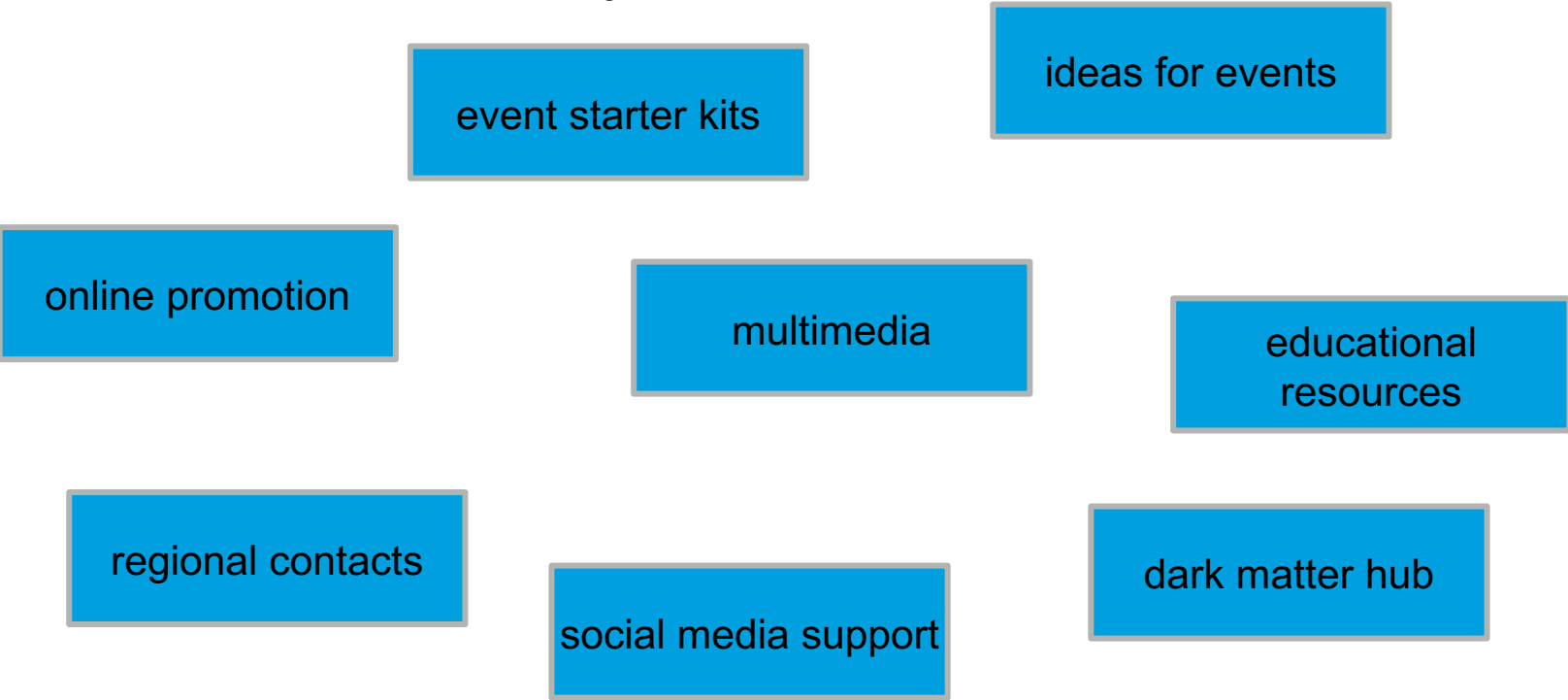
© CERN

# Dark Matter Day: you can do it, too

[www.darkmatterday.com](http://www.darkmatterday.com)

Everybody is invited to spread the word about dark matter. Don't miss out!

[www.darkmatterday.com](http://www.darkmatterday.com)



**DARK MATTER**

**INVISIBLE**  
Planets, stars, the stuff we can see makes up just 5% of the universe.  
Dark matter doesn't emit, absorb or reflect light, so it's impossible to 'see'.

**IMPORTANT**  
Scientists think dark matter helps hold the universe together.

**SEARCH**  
Advanced detectors help us to search for dark matter.

**WEIRD**  
Normal 5%. The other 95% is a mystery.

**DARK MATTER IS EVERYWHERE**

**DARK MATTER BENDS LIGHT**  
That's how we know it exists.

**MYSTERIOUS**  
It's been many decades since we first theorised the existence of dark matter but we still haven't PROVEN it!

**A PARTICLE?**  
OR  
**GRAVITY**  
Most scientists think dark matter might be a strange type of particle. Others think it could be an undiscovered property of gravity.

**DARK MATTER IS OUT THERE**

**Present day THE SEARCH GOES ON**

1933 Swiss astronomer Fritz Zwicky theorises the existence of a mysterious substance he calls 'dark matter'.  
1970's Vera Rubin discovers evidence to support the existence of dark matter.  
1990's onwards Scientists begin running dark matter particle detectors in deep underground labs.  
2000 onwards Space-based detectors launched to search for indirect evidence of dark matter fragments.



# Dark Matter ... it's everywhere

Dark  Matter  
Chocolate  Laboratory



TOM GAULD for NEW SCIENTIST