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Education and Public Outreach of the Pierre Auger Observatory

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The scale and scope of the physics studied at the Auger Observatory offer significant opportunities for original outreach work. Education, outreach and public relations of the Auger collaboration are coordinated in a separate task whose goals are to encourage and support a wide range of education and outreach efforts that link schools and the public with the Auger scientists and the science of cosmic rays, particle physics, and associated technologies. The presentation will focus on the impact of the collaboration in Mendoza Province, Argentina, as: the Auger Visitor Center in Malargüe that has hosted over 60,000 visitors since 2001 and a third collaboration-sponsored science fair held on the Observatory campus in November 2010. The Rural Schools Program, which is run by Observatory staff and which brings cosmic-ray science and infrastructure improvements to remote schools, will be highlighted. Numerous online resources, video documentaries, and animations of extensive air showers have been created for wide public release. Increasingly, collaborators draw on these resources to develop Auger related displays and outreach events at their institutions and in public settings to disseminate the science and successes of the Observatory worldwide.

Author: Prof. SNOW, Gregory (University of Nebraska)**Presenter:** Prof. SNOW, Gregory (University of Nebraska)**Session Classification:** Education and Outreach**Track Classification:** Education and Outreach