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Education and Outreach at the Pierre Auger Observatory (12' + 3')

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The scale and scope of the physics studied at the Pierre Auger Observatory continue to offer significant opportunities for original outreach work. Education, outreach and public relations of the Auger Collaboration are coordinated in a dedicated task whose goals are to encourage and support a wide range of efforts that link schools and the public with the Auger scientists and the science of cosmic rays, particle physics, and associated technologies. We focus on the impact of the Collaboration in Mendoza Province, Argentina and beyond. The Auger Visitor Center in Malargüe has hosted over 95,000 visitors since 2001, and a fifth Collaboration-sponsored science fair was held on the Observatory campus in November 2014. The Rural Schools Program, which is run by Observatory staff and which brings cosmic-ray science and infrastructure improvements to remote schools, continues to broaden its reach. 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. We also highlight education and outreach activities associated with the planned upgrade of the Observatory's detector systems and future physics goals.

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