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## Outreach initiatives in Colombia in the LHC era

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The High Energy physics community in Colombia and in Latin America in general is steadily growing with stronger Physics programs and a larger participation in worldwide international collaborations and experiments. Along with these developments, great effort is being put into education and outreach activities that inspire the public and motivate the next generation of students to pursue a career in science. The ATLAS Latin American masterclasses have been running for two years now, and Physics without Frontiers projects in Colombia and Venezuela are paving the way for more outreach initiatives in the region. All these activities are gathering more momentum every year, boosting the development of physics programs in the region.

### Experimental Collaboration

ATLAS

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