



Many local events for global impact

Dark Matter Day 31 October 2017

Dates and Deadlines

- **28 April:** Preferred slogan for Dark Matter Day, and the winner is: “Don’t be afraid of the dark.”
- **8 May:** Decision on Dark Matter Day logo design (based on concept art by Sandbox Studio).
- **11-12 May:** Review of proposed www.darkmatterday.com website content (including web form for entering local events) and Twitter site text/content.
- **22 May:** Finalize logo design (Sandbox).

- **29 May:** www.darmatterday.com website “soft” launch. Press release will follow in June.
- **12 June:** Distribute [Dark Matter Day press release](#). Keep momentum on social media and other channels

- **26-30 Oct:** World Conference of Science Journalists (<http://wcsj2017.org/>)