



FOR IMMEDIATE RELEASE

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**Inventor Dean Kamen Will be Joined by National Luminaries
to Help *FIRST*[®] Kick Off its 2012 Robotics Season**

***Media Invited to Attend 74 Local Regional Kickoffs Worldwide
As Teams Participate Through NASA-TV Global Broadcast Hookup & Webcast***

Who: *FIRST*[®] (For Inspiration and Recognition of Science and Technology) will be joined by public figures to launch the 2012 season of the *FIRST*[®] Robotics Competition (FRC[®]) with a worldwide Kickoff event originating from Manchester, N.H.

- The 2012 season will include an estimated 2,355 teams (nearly 60,000 high-school students) participating in 68 Regional and District events. All teams will be shown the 2012 robotics game field and challenge for the first time and will receive an exciting, new Kit of Parts made up of motors, batteries, a control system, and a mix of automation components – but no instructions. Teams will have six weeks to design and build robots to meet this year's engineering challenge.

Dignitaries and public figures from across the nation will deliver remarks on video and in person, including (in order of appearance):

- Stephen Colbert, *The Colbert Report*
- Jon Dudas, *FIRST* President
- Former President, George W. Bush
- Walt Havenstein, *FIRST* Chairman
- Chairman's Award video by *FIRST* Team 359, Hawaii
- Former President, Bill Clinton
- Dr. Woodie Flowers, *FIRST* National Advisor
- Scholarship video by Jean Zheng, Stephen Hall, Yale University
- Muhtar Kent, Chairman and CEO, The Coca-Cola Company

- Dean Kamen, *FIRST* Founder & President of DEKA Research & Development Corp.
- Kate Pilotte, Collin Fultz, *FIRST* Kit of Parts Engineers
- Aneesh Chopra, White House CTO
- Alex Kipman, General Manager, Hardware Incubation, Xbox, Microsoft Corp.
- Charlie Bolden, NASA Administrator
- Jim Heppelmann, CEO, PTC
- FRC Game Design Committee Introductions
- Bill Miller, Director, *FIRST* Robotics Competition
- Team Safety Animation winner, *FIRST* Team 3705 Arrowbots
- Dr. Aidan Browne, Chief Referee, FRC
- will.i.am, Grammy-award winning artist/producer and Director of Creative Innovation, Intel
- and other Special Guests

What: Accomplished inventor Dean Kamen founded *FIRST* in 1989 to inspire an appreciation of science and technology in young people. The *FIRST* Robotics Competition (FRC) is an annual competition that challenges high-school students – working alongside professional Mentors – to design and build a robot of their own, and compete in a ‘Sport for the Mind™’ that measures the effectiveness of each robot, the power of teamwork and collaboration, and Gracious Professionalism™. Students build and program their own robots against a field of competitors and experience the excitement of science, engineering, technology and innovation. www.usfirst.org.

When: Saturday, January 7, 2012 – 10:30 a.m. to 12:00 p.m. Eastern Time, Broadcast

Where: Southern New Hampshire University, 2500 North River Road, Manchester, N.H.

- Remote *FIRST* teams will tune in via NASA-TV broadcast and Web cast from 74 Kickoffs. Access the NASA webcast via link from www.usfirst.org News & Headlines section. To locate teams in your area, visit www.usfirst.org and click on the “What *FIRST* Teams & Events Are In My Area” block in the top right corner. For a listing of local Kickoff locations, visit <http://www.usfirst.org/roboticsprograms/frc/local-kickoff-information>.

2012 *FIRST* Robotics Competition Kickoff Event Locations:

UNITED STATES

AK, *Anchorage*

AL, *Tanner*

AZ, *Phoenix*

CA, *Los Angeles, Madera, Sacramento, San Diego, San Jose*

CO, *Denver*

CT, *Farmington*

FL, *Coconut Creek, Melbourne, Orlando*

GA, *Atlanta*

HI, *Honolulu*

ID, *Idaho Falls*

IL, *Chicago, Peoria*

IN, *Indianapolis, West Lafayette*

KS, *Olathe*

MA, *Boston*

MD, *Laurel*

MI, *Benton Harbor, Detroit, Flint, Grand Rapids, Marquette, Novi, Traverse City*
MN, *Duluth, Mankato, Minneapolis, St. Cloud*
MO, *St. Louis*
MS, *Stennis Space Center*
NC, *Raleigh*
ND, *Fargo*
NH, *Manchester*
NJ, *Newark, Skillman*
NV, *Las Vegas*
NY, *Brooklyn, Rochester, Stony Brook, Troy*
OH, *Cincinnati, Cleveland, Columbus*
OK, *Stillwater*
OR, *Corvallis*
PA, *Drexel Hill, Pittsburgh*
SC, *Charleston*
TN, *Memphis, Knoxville*
TX, *Austin, El Paso, Houston, Plano, San Antonio*
UT, *West Valley City*
VA, *Hampton, Richmond*
WA, *Auburn, Cheney, Mountlake Terrace, Vancouver*
Washington, D.C.
WI, *Pewaukee*

CANADA

ON, *Toronto*
QC, *Montreal*

ISRAEL

NA, *Haifa*

MEXICO

Toluca

Photo Opp.: *FIRST* will unveil the details of the new 2012 robotics competition game after the speaker program.

Note: Digital photos of previous *FIRST* competitions are available at the Online [FRC Photo Gallery](#):

- **Photos of the January 7 event available by contacting dgarrigan@usfirst.org the day of the event.**
- **Interviews for speakers at the January 7 event available by contacting Cheryl Walsh at 978-407-8028 the day of the event.**

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