

# FUTUREFEST

For Immediate Release

**Media contacts:**

Karen Schneider, [karen.schneider@kid-museum.org](mailto:karen.schneider@kid-museum.org) or (301) 537-6619

Emma Starr, [emma@kid-museum.org](mailto:emma@kid-museum.org) or (301) 897-5437

## **Kids and Families to Build City of the Future at FutureFest**

*Festival to celebrate innovation and cultural ties that bind us together*

(SILVER SPRING, MD) — FutureFest, a free family festival, will be held on September 15, 2019 to showcase innovation, our collective power to invent the future, and the cultural ties that unite our community. KID Museum, in partnership with Montgomery County and Fund for Montgomery, will present the festival from noon to 5 pm at Veterans Plaza and the Silver Spring Civic Building, One Veterans Place, Silver Spring.

FutureFest combines two popular local festivals — KIDfest and the World of Montgomery Festival — into one compelling community event that is expected to draw about 15,000 people. This one-of-a-kind festival invites kids, teens, and their families to participate in a wide array of hands-on activities, discover new innovations and technologies, and explore cultures from around the world.

“While providing fun for the whole family, FutureFest also will send a clear message that our diversity is our nation’s strength,” says Cara Lesser, KID Museum’s Founder and Executive Director. “We will come together to celebrate our community’s different cultures and show what it means to be a global citizen,” she adds. “And we hope to inspire kids to become creative change-makers and discover how they can have a real impact on our world.”

U.S. Senator Chris Van Hollen (D-MD); U.S. Rep. Jamie Raskin (D-MD) Montgomery County Executive Marc Elrich; Co-founder & TeaEO Emeritus, Honest Tea, and Executive Chair of Beyond Meat; Montgomery Council President Nancy Navarro, and Montgomery County Public Schools Superintendent Jack Smith will address festival-goers at the 2 pm welcome ceremony.

The festival will focus on three main themes — hands-on building, culture, and innovation:

- **KID City:** KID Museum will present KID City, a playful, immersive, and interactive experience where kids and families will build a city of the future from the ground up. Visitors can get creative and practice new skills in electronics, woodworking, and design

engineering as they help a city rise throughout the day. They can learn how origami engineering is changing disaster relief; interact with future technologies like smart streetlights and smart traffic cones from Pepco; build a glow room; test cars on an 18-foot racetrack; interact with sensors to make parts of the city light up, move and make sound, and see 3d printers in action — using the parts to prototype a city design.

- **Cultural Crossroads** will showcase the rich colors, textures, and traditional arts and games from China, India, El Salvador, Ethiopia, and Korea through hands-on exhibits. Families can explore traditions and customs like China’s dragon dance, calligraphy, and sumptuous wedding ceremonies and India’s “Cricket to Coding,” showing the evolution of the country’s culture. Kids can also help create a community mosaic, and music and dance performances will entertain crowds from the main stage all day.
- **Innovation Expo:** Families can discover cutting-edge technologies and innovations that are transforming our world in the Innovation Expo. Exhibitors will offer interactive displays that capture the future of Work & Play, Space & Exploration, Food & Sustainability, and more. Exhibits include Boeing’s “Future of space exploration,” Pepco’s drone simulator and thermal imaging technology, Central Japan Railway’s high-tech, magnetic levitation trains, Floreo’s virtual reality system for teaching social and life skills, and Living with Robots exhibits and robot-driving demonstrations. The documentary streaming service, Curiosity Stream, will run award-winning science and technology documentaries inside the Silver Spring Civic Building throughout the day.

FutureFest sponsors include Montgomery County, Fund for Montgomery, The Boeing Company, Emergent Biosolutions, Pepco - An Exelon Company, Pella Mid-Atlantic, Inc., Central Japan Railway Company, Marriott International, CuriosityStream, Montgomery County Economic Development Corporation (MCEDC), Montgomery College, United Therapeutics Corporation, Silver Spring Urban District, Sister Cities, Office of Community Partnerships, U.S. Census Grant, KinderCare, The Tower Companies, Unibail-Rodamco-Westfield Group, and Xometry Inc.

“We’re excited to present a fun family festival that is all about empowering kids with skills to invent the future with optimism and appreciation of our diversity,” Lesser says.

###

*FutureFest will be held indoors and out, and take place rain or shine. All activities are free and open to the public. The event, at One Veterans Place, is accessible from the Silver Spring Metro Station, and free parking is available at the nearby Wayne Avenue and Bonifant garages. For more information, visit: [www.kid-museum.org/futurefest](http://www.kid-museum.org/futurefest).*

#### **About KID Museum:**

KID Museum is a nonprofit creative learning space where kids build skills for the future so they can thrive and change the world. KID Museum’s programs integrate STEM, the arts, culture, and maker skills to empower kids to become creative change-makers of the future. The

museum serves 55,000 people a year at its North Bethesda location, in schools throughout the region, and at community events. A national leader in maker-based education, KID Museum sparks the creative potential of all children, with a focus on the most marginalized. FutureFest is the museum's free, signature festival, reflecting the organization's mission to empower the next generation of creative, compassionate innovators. For more information, please visit [www.kid-museum.org](http://www.kid-museum.org).