

## For Immediate Release

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### USA Science & Engineering Festival Announces Rubik's Cube Tournament - Winners Meet Professor Erno Rubik

**Washington DC.** April 13, 2010 – It's the 30<sup>th</sup> Anniversary of the Rubik's Cube, and the USA Science & Engineering Festival ([www.usasciencefestival.org](http://www.usasciencefestival.org)) is planning a [You CAN Do the Rubik's Cube tournament](#) in Washington, D.C., October of 2010. Teams from Delaware, the District of Columbia, Maryland, Virginia and West Virginia are eligible to compete. Here's a video from the first [You CAN Do the Rubik's Cube](#) tournament held this spring in San Diego.

Rubik's Cube creator Professor Erno Rubik will receive a Lifetime Science and Math Education Achievement Award from the Festival, for creating a tool that teaches students perseverance as well as fractions, ratios, algebra and geometry. [Rubik](#), a Hungarian professor, is coming to the [USA Science & Engineering Festival](#) for his first public appearance at a student competition in more than two decades. You CAN Do the Rubik's Cube winners will receive their awards from Rubik.

The [You Can Do the Rubik's Cube](#) competition will be held on the National Mall during the final two days of the USA Science & Engineering Festival, which runs from Oct. 10-24, 2010.

Competition details include:

- **Deadline to Sign-Up:** Deadline for the [USA Science & Engineering Festival's You Can Do the Rubik's Cube](#) contest is May 31, 2010.
- **Eligibility:** Teams from Delaware, Maryland, Virginia, Washington, D.C. and West Virginia can enter the tournament. There are two competition age brackets: Elementary and middle school students and high school students.
- **Tournament Format:** Teams will be competing for the fastest time to solve 25 Rubik's Cubes.
- **Schedule:** The Preliminary Rubik's Cube Tournament is Thursday, Oct. 21, 2010 at the National Electronics Museum and six finalists will compete for the championship on Saturday, Oct. 23, 2010 on the National Mall at the [USA Science & Engineering Festival Expo](#).
- **Prizes:** Prizes ranging from \$100-\$1,000 in education grants will be awarded.

Thirty years after its introduction to America, more than 350 million Rubik's Cubes have been sold worldwide. It is used as an educational tool in 50 states, thousands of K-12 schools and hundreds of Boys & Girls Clubs of America as well as the YMCA's after-school programs. The

new You CAN Do The Rubik's Cube initiative is a U.S. campaign aimed at teaching youth how to solve the Rubik's Cube as they learn skills such as team work and problem solving.

The USA Science & Engineering Festival is hosted by Lockheed Martin and [sponsors](#) include Life Technologies Foundation, Clean Technology and Sustainability Industries Organization (CTSI), Larry and Diane Bock, ResMed Foundation, Farrell Family Foundation, Alexandria Real Estate Equities, Northrop Grumman Corporation, Agilent Technologies, Amgen, Celgene Corporation, The Dow Chemical Company, National Institutes of Health, Illumina, The Kavli Foundation, Intel Corporation, You Can Do the Rubik's Cube, Vertex Pharmaceuticals Inc., Genentech Inc., MedImmune, Sandia National Laboratories, Project Lead The Way (PLTW), K&L Gates, Baxter International, NuVasive Inc., FEI Company, Case Western Reserve University, Biogen Idec Foundation, LifeStraw®, Microsoft Corporation, Silicon Valley Bank, Bechtel Corporation, SpaceX, the National Radio Astronomy Observatory and Research in Motion.

Current [media partners](#) include *Popular Science and Science Illustrated*, *New Scientist*, EE Times Group, SCIENTIFIC AMERICAN, *POPULAR MECHANICS*, ScienceBlogs, Discovery Communications, *Forbes Wolfe Emerging Tech Report*, Career Communications Group, FAMILY Magazine, Sigma Xi, and SciVee, Inc.

### **About the USA Science & Engineering Festival**

*The first USA Science & Engineering Festival from 10/10-10/24, 2010 creates a new model for celebrating science in the nation's capital. Two weeks of science events across VA, MD and D.C. include 50 of the area's top scientists visiting local middle and high schools, brown bag lunches for high school students with Nobel Laureates, science open houses, events such as the science of wine and chocolate, a [Kavli Science Video Contest](#), a [Jingle Contest](#) and much more. A two day Science Expo on the National Mall will feature more than 400 science and engineering organizations, and most of science's best and brightest. [www.usasciencefestival.org](http://www.usasciencefestival.org)*

### **Related Links – USA Science & Engineering Festival**

Blog: <http://scienceblogs.com/usasciencefestival/>

Web Sites: [www.usasciencefestival.org](http://www.usasciencefestival.org)

Twitter: <http://twitter.com/USAScienceFest>

Facebook Group: <http://www.facebook.com/group.php?gid=46922645272&ref=ts>, LinkedIn Group: [http://www.linkedin.com/groups?gid=90792&trk=hb\\_side\\_g](http://www.linkedin.com/groups?gid=90792&trk=hb_side_g)

### **Related Links – You CAN Do the Rubik's Cube**

Web Site: [www.YouCanDoTheCube.com](http://www.YouCanDoTheCube.com)

Facebook: <http://www.facebook.com/#!/YouCanDoTheRubiksCube?ref=ts>

YouTube:  [www.youtube.com/user/RubiksCubeSolution](http://www.youtube.com/user/RubiksCubeSolution)