



News/Media Release

For Immediate Release

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“WHAT IF! FESTIVAL OF INNOVATION AND IMAGINATION” CALLS FOR INTERACTIVE EXPERIENCES

-- “Brainstorming Sessions” Set to Help Presenters with Experiences--

Colorado Springs, CO – The 2011 WHAT IF! Festival of Innovation and Imagination, being held in downtown Colorado Springs on Saturday, September 10, is now calling for applications for interactive Experiences. The Festival will once again feature interactive Experiences set-up by tech-enthusiasts, art-makers, garage inventors, performers, Do-It-Yourself-ers, scientists, culinary magicians, original musicians, robot builders, urban farmers, engineers and other thinkers and tinkerers. Each of these unique participants will share interactive projects, original performances, processes to demonstrate, hands-on experiences or inventive experiments.

Festival organizers have scheduled two special “brainstorming sessions” to assist groups and individuals in gathering ideas for their Festival Experiences. The sessions will not only give would-be participants ideas about the content of their presentations, but will also give helpful suggestions in presentation set-up, along with marketing and promotion.

The two sessions are now scheduled, with the **first session on Tuesday, June 28 in Imagination Celebration’s Imagination Space at The Citadel mall from 5:30 pm to 8:00 pm. The second session will be held on Thursday, June 30 in Penrose Library’s Carnegie Room from 5:30 pm to 8:00 pm.** Reservations are not needed for either session and groups and individuals considering participation in this year’s What If! Festival are highly encouraged to attend one of the sessions.

Participants need not have applied for an Experience booth at the Festival to attend these sessions. The Experience application form and Festival details are now available at the What If! Festival website: www.whatif-festival.org. **Deadline for applications is Friday, July 15, 2011.**

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IMAGINATION CELEBRATION



-2- What If! Festival Will Hold Brainstorming Sessions

Booths and interactive experiences can range from robots to bicycles to solar ovens to inflatable planetariums to street chalk art to dance and movement. The What IF! presentations will be an imaginative array of the best of what the Pikes Peak region can offer in innovation. Combined with the full schedule of performances, this ALL AGES / ALL FREE event should once again prove to be a popular destination for families and individuals alike.

Imagination Celebration connects people to the brain-stimulating, community-building, life-enhancing power of creativity by inspiring artistic and intellectual curiosity; instigating community collaborations; and promoting life-long experiential learning that helps us thrive in a changing world.

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