## Sample Press Release

 

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**[YOUR INSTITUTION] LAUNCHES INTERACTIVE STORY GAME “FRANKENSTEIN200”**

*The educational experience will explore the lessons and consequences of*

*Mary Shelley’s timeless tale with a twist*

[Your City] **–** [Your Institution], in partnership with Arizona State University and the National Science Foundation, announced today the release of *Frankenstein200*, a free, interactive, multi-platform experience for kids. Produced by a team of science educators around the nation and the award-winning transmedia studio No Mimes Media, *Frankenstein200* is a digital narrative paired with hands-on science activities and the expertise of a global community of makers, tinkerers, and citizen scientists.

*Frankenstein200* is part of Arizona State University’s Frankenstein Bicentennial Project, a global celebration of the bicentennial of the writing and publication of Mary Shelley’s *Frankenstein*, from 2016-2018. The project uses Frankenstein as a lens to examine the complex relationships between science, technology, ethics, and society.

Reimagining the classic novel, *Frankenstein200* invites audiences to participate in science activities and thought experiments sponsored by the high-tech Laboratory for Innovation and Fantastical Exploration (L.I.F.E), founded by Victoria “Tori” Frankenstein. As participants move deeper into the narrative, they grapple with increasingly complex ideas and confront shocking discoveries. The experience features performances by Rose Abdoo (*Gilmore Girls*) Nikki SooHoo (*The Lovely Bones*) and Jeremy Howard (*Teenage Mutant Ninja Turtles*).

“Today’s learners are savvy media consumers, engaging with entertainment, advertising, and games in novel and surprising ways,” said Ed Finn, director of the *Frankenstein200* project. “Educational materials should reflect the literacies of audiences raised in immersive story worlds like the Marvel Cinematic Universe and *Harry Potter*. In this spirit, we’re excited to work with [Your Institution] to bring *Frankenstein200* to life.”

To see the trailer, a full list of list [Your Institution]’s events, and to begin the experience, visit [your website]

**Note: ASU will work with you to add these materials to your website. If you’d rather link to the main project site, please use the following closing:**

To see the trailer, plus a full list of participating locations, and to begin the experience online, visit [Frankenstein200.org](http://www.frankenstein200.org/).

**About** [Your Institution]

[Insert info here]

**About Frankenstein200**

Frankenstein200 is a national research project led by Arizona State University and funded by the National Science Foundation that uses Mary Shelley’s enduring tale of creation and responsibility to foster interest in science, technology, engineering, and mathematics (STEM) in informal settings. Through an original digital narrative, hands-on activities at 51 museums and science centers nationwide, and the expertise of a community of makers, tinkerers, and citizen scientists from around the globe, Frankenstein200 is an integrated transmedia experience designed to inspire deeper understanding, ability, and engagement with science-in-society topics. Learn more at <http://frankenstein200.org/>

**About No Mimes Media**

No Mimes Media is an award-winning immersive entertainment studio devoted to pushing the boundaries of storytelling.  Multi-platform experiences, interactive stories, transmedia campaigns, live events, mobile adventures, AR, branded entertainment, social media —- to us, they’re all just different ways to describe creating compelling and entertaining content that reaches audiences wherever they live.

No Mimes Media works with studios, networks, agencies and brands and IP owners, providing best practices for franchise world-building and cross-platform storytelling.

No Mimes Media is based in Los Angeles with friends and resources around the globe.

<http://www.NoMimesMedia.com>

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