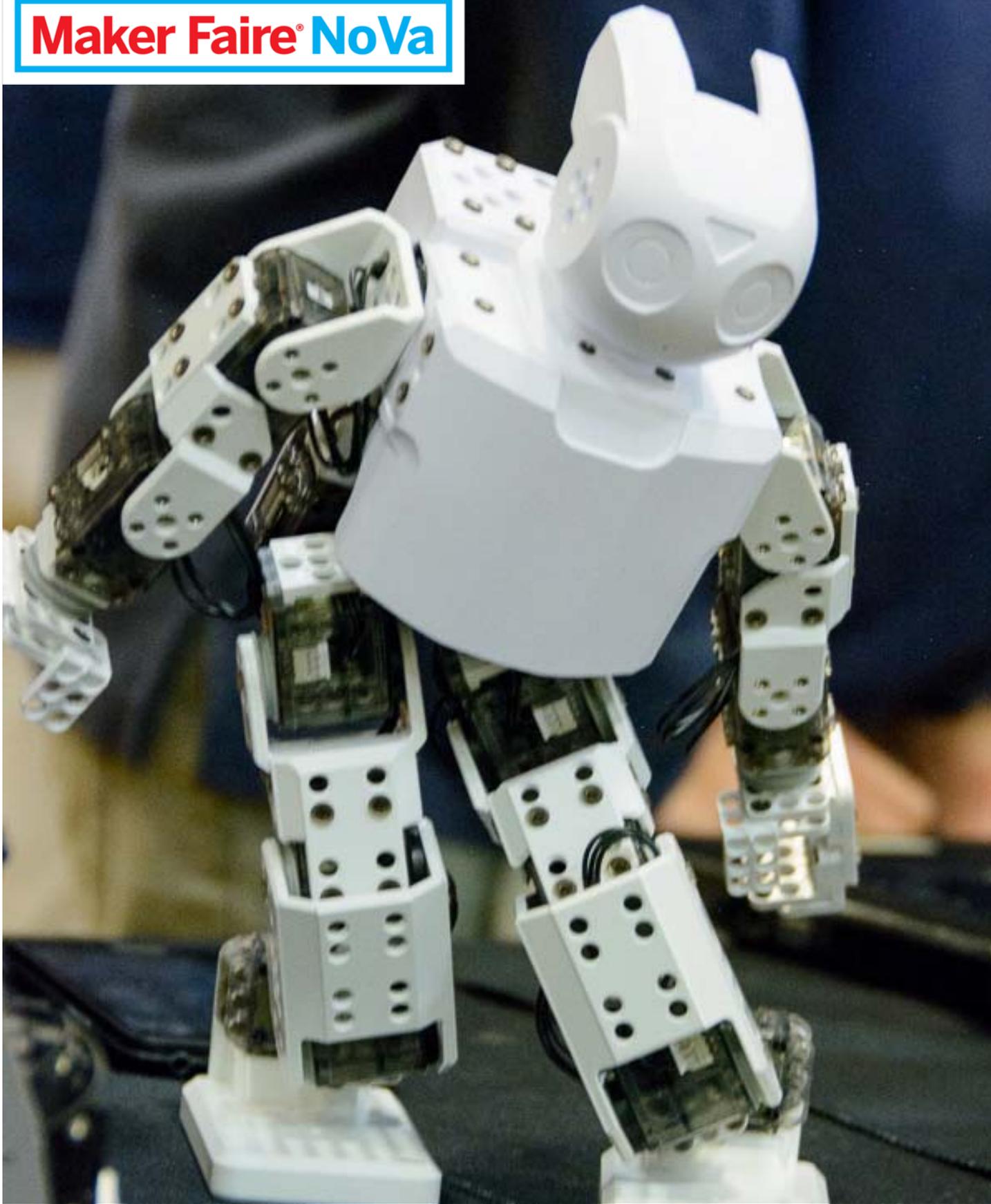


**Maker Faire® NoVa**



**Sunday, March 18, 2018, 11am – 5pm**  
**NoVa.MakerFaire.com**

**George Mason University, Fairfax**

    **#makerfairenova**



**Maker Faire NoVa is a day of excitement, fun, learning and inspiration for everyone. It showcases the amazing creativity and diversity of Makers from our area.**

A Maker Faire inspires, informs, connects, and entertains thousands of attendees that showcases invention, innovation, creativity and resourcefulness and celebrates the Maker movement. It's a place where Makers - tech enthusiasts, crafters, homesteaders, scientists, and everyone in between - show what they are making and share what they are learning.

Northern Virginia has long been a hotbed for innovation, creativity, and the entrepreneurial spirit. Maker Faire NoVa brings together a diverse audience of all ages interested in technology, engineering, science, art, craft, food, music, and sustainability.

Whether your company is local or international, you will reach the right mix of technologists, creatives and enthusiasts. These families, educators, engineers, entrepreneurs and more are looking to learn more about the Maker movement and companies that support it. The Faire attracts the brightest minds of all ages in the Northern Virginia.

We are excited to announce our new partnership with George Mason University, the largest public research university in Virginia, to provide more space to promote creativity and innovation in the region. This year, we're targeting 150 exhibitors and 6,000-7,000 attendees! We'll reach over 150,000 people through outreach efforts on our website, social media and traditional media. We invite you to join us on **Sunday, March 18, 2018** from **11am – 5pm** at **George Mason University in Fairfax, Virginia.**



**Maker - An International Movement**

Maker Faire NoVa is independently organized and operated under license from Maker Media, Inc. It is presented in collaboration with the globally branded MAKE Magazine. In 2016 there were more than 190 Maker Faires in 40 countries.

What is a Maker Faire? Maker Faire is a gathering of fascinating, curious people who enjoy making, experimenting, learning and who love sharing what they can do. From engineers to artists to scientists to crafters, Maker Faire is a venue to for these "Makers" to show hobbies, experiments, projects. We call it the Greatest Show (& Tell) on Earth - a family-friendly showcase of invention, creativity, and resourcefulness. Attendees come to a Faire to glimpse the future and be inspired.

What is a Maker? A Maker creates something new, different or unique to solve a problem and is willing to share what he has learned. A Maker embeds hands-on creativity back into our culture to inspire a new generation of innovators and makers.

For more information on Maker Faires, visit [www.makerfaire.com](http://www.makerfaire.com).

# ABOUT our FAIRE



## 2017 Event

- 4<sup>th</sup> year
- 141 Maker exhibitors, speakers and workshops
- Almost 5,000 attendees of all ages
- 83% of attendees rated event as “pretty darn great” or better
- Over 80% would **definitely** recommend the Faire to friends and family

## Attendees

- 91% were college graduates, with nearly 50% holding post-graduate degrees
- 86% attended with family and friends
- 74 % had children under 18 at home
- 87% of attendees were employed, with 11% being self-employed

## Media

- More than 9,000 web site visitors to the event website and social media sites
- Our website had nearly 40,000 views
- Press coverage in Washington Post, Fairfax Times, Comcast, Cox, FCPS Red Apple 21 TV, Reston Magazine, Reston Community Center, Fairfax Connection; and websites, schools, blogs, and more.
- TV appearances on *Let's Talk Live* (WJLA News Channel 8), *Great Day Washington* (WUSA9, CBS), *Good Morning Washington* (WJLA ABC7), Ken Plum Virginia Report, and local cable tv shows.

## Quotes from our MAKE comment wall

- “Love this! More, More, More!”
- “Maker Faire is an inspiring event”
- “I extracted DNA from an egg yolk”, Julia, age 11
- “I will make an invention at home”
- “I will make the world a better place”

The Faire is presented by Nova Labs, a 501(c)(3) non-profit maker space in Reston, Virginia. Nova Labs' mission is to provide a community workshop where people can learn, teach, and collaborate on creative and technical works, and to promote the usefulness of competence in the technical arts. “All kids — and adults — need more encouragement to follow their curiosity and be innovative problem solvers,” says Brian Jacoby, President of Nova Labs. “The Maker Faire celebrates working with raw materials, engaging kids' minds, and helping them to become critical thinkers.”

