

## The Adler Planetarium's '*Scopes in the City* Initiative Named Finalist for 15<sup>th</sup> Annual Chicago Innovation Awards

CHICAGO – September 22, 2016 –Selected from a pool of 643 nominees, the **Adler Planetarium's '*Scopes in the City*'** program has been chosen as one of the Top 100 Finalists for the 15<sup>th</sup> annual Chicago Innovation Awards. The awards celebrate the most innovative new products and services in the Chicago area across all organization sizes, sectors and industries. Approximately 1,500 business and civic leaders will come together to honor the winners when they are announced on Tuesday, October 25.

['Scopes in the City'](#) is the Adler's neighborhood telescope outreach program that brings the Adler—and the Universe—a little closer to Chicago communities. Adler astronomers and educators lead free telescope observing events in Chicago neighborhoods, many of which are under-resourced and underserved. Through '*Scopes in the City*', the Adler Planetarium has partnered with several branches of the Chicago Public Library to bring telescope observing to communities all across the city, including West Englewood, Ashburn, Chinatown, Albany Park, and Humboldt Park. Five library branches also received telescopes for use in their own programming.

Depending on the dates, times and locations of the '*Scopes in the City* events, attendees may be able to observe the Sun, Moon, Jupiter, Saturn, and more! Because all '*Scopes in the City* events are weather permitting, the Adler utilizes Twitter @AdlerPlanet and #ScopesintheCity to provide updates on event details and what's observable on that particular day.

"This is such an exciting honor for '*Scopes in the City* and the Adler Planetarium," said Michelle Nichols, master educator at the Adler Planetarium and creator of '*Scopes in the City*. "This program makes space accessible. It allows people of all ages, who might not otherwise have the opportunity, to look through a telescope and see the rings of Saturn or craters on the Moon. These sights are some of the many things that make space freaking awesome."

"What I love about Chicago is its breadth of innovation," said Tom Kuczmarski, co-founder of the Chicago Innovation Awards alongside Chicago journalist Dan Miller. "This year's nominees prove that innovation is taking place in both large companies and small, across industries, for-profit and non-profit, high tech and low tech. These risk-takers and visionaries are at the forefront of solving all kinds of unmet needs in the marketplace."

Each finalist is also in the running for the annual "People's Choice Award," selected by the community through online voting at <http://www.chicagoinnovationawards.com/2016-peoples-choice-award-2/>. Adler's '*Scopes in the City* program is in the new "People's Choice Neighborhood Award" category, which can be found at the very end of the ballot (after the "Submit" button). Voting ends October 6.

### About the Adler Planetarium

The Adler Planetarium—America's First Planetarium—is more than a museum; it is a laboratory, a classroom, and a community exploring the Universe together. Each year, more than 550,000 visitors experience the museum's interactive exhibitions, live planetarium shows, hands-on, minds-on STEM education programs, and world-class collections. Founded in 1930 by Chicago business leader Max Adler, the Adler Planetarium is a recognized leader in public engagement. The museum's scientists, historians, and educators inspire the next generation of explorers and invite you to explore space with us.