



## PLANETARIUMS IN THE COMMUNITY SCRIPT

An investment in your planetarium is an investment in the future of your community.

Planetariums empower visitors to think critically and creatively, and provide a deeper understanding of how our communities, our world, and our Universe are all interconnected.

Planetariums are a significant science gateway where the Cosmos is made personal and accessible for visitors of all ages and socioeconomic groups. Few experiences are as formative and inspirational as a planetarium, bringing outer space down to earth and within reach of everyone.

Planetariums are vital STEM facilities for students, introducing them to new ideas and perspectives that motivate and guide this next generation of engineers, inventors, artists, and problem solvers. These are places where the spark of imagination — and innovation — can be ignited and sustained.

Planetariums encourage science and technology companies and their employees to invest in the community – which creates a solid foundation for community growth, retention of families in the community, and is directly beneficial to local employers.

The latest generation of planetariums emphasizes teaching across disciplines. All subject matter has a place in modern domes, which are now capable of visualizing scientific and artistic concepts in ways that deeply resonate with audiences.

Planetariums are also economic drivers, drawing tourists and contributing to the cultural value of the community — providing opportunities for partnerships with neighborhood associations, chambers of commerce, news media, schools, and other learning facilities. Planetariums are diverse facilities and excellent venues for community development projects, fundraising, and special events.

Around the world, visitors just like you are captivated by the beauty and grandeur of the Universe. This “Blue Marble” is the only one we have, and the unique perspectives and experiences that planetariums provide are invaluable to fostering stewardship in the community and to the wider world.

We’re fortunate to be able to tell these stories and impact our local communities but planetariums rely deeply on the support of institutions and audiences, and most importantly forward-thinking and engaged individuals, like you.

We hope that you’ll join us in our vision to help build our future, together.