

The Mars Generation Receives the Eureka! Innovation Award for Use of New Media to Promote STEM Education

MINNEAPOLIS, MN, UNITED STATES, June 28, 2017 /EINPresswire.com/ -- The Mars Generation, an international nonprofit headquartered in Minnesota, was named a recipient of the [2017 Eureka! Innovation Awards](#), honoring the most innovative companies, products and ideas in Minnesota.

“We are thrilled to be recognized,” said Nicole Harrison, Executive Director of The Mars Generation. Leveraging social media influence to reach audiences around the world, The Mars Generation inspires and educates people of all ages about the importance of space and STEM to the future of humankind. Harrison continues, “This award is a testament to the vision of our founder, [Astronaut Abby](#), and contributions from our online community.” Harrison credits the fast-paced growth of the organization to the social capital built by Abigail Harrison, better known as Astronaut Abby.



The Mars Generation Team Accepts Eureka! Award

The Mars Generation has experienced unprecedented engagement rates. Harrison credits the innovation award nomination to the message and its timing. By inviting people of all ages and all interests into the conversation, The Mars Generation is broadening the interest in and support for STEM and the next generation of space exploration.

“

This award is a testament to the vision of our founder, Astronaut Abby, and contributions from our online community.”

Nicole Harrison - Executive Director of The Mars Generation

Presented by the Minneapolis/St. Paul Business Journal, the goal of the Eureka! Innovation Awards is to highlight and recognize creative, progressive companies that are transforming their industries by the way they do business. The Mars Generation received the award in the nonprofit education category during a recognition ceremony on June 22, 2017. The award was accepted by Kristin Peterson and Kate-Madonna Hinds, both individuals on The Mars

Generation Advisory Board.

Though she was unable to join the team in receiving the award, Abigail Harrison sent her congratulations to the organization's staff, board, volunteers, and online supporters from Florida where she is interning at the Kennedy Space Center. Her summer internship in astrobiology research, working alongside Dr. Andrew Schuerger of the University of Florida, focuses on the growth of bacteria on Mars. Thanking the members, followers, donors, program participants, and volunteers who have worked to make the budding nonprofit a success, Harrison also thanked the organization's sponsoring partners: "United Launch Alliance, Aerojet Rocketdyne and Orbital ATK for your belief in us and being willing to support a new startup nonprofit. The future is bright!"

About The Mars Generation

The Mars Generation is a 501(c)(3) nonprofit in the United States founded in 2015. The organization is volunteer-driven with a board of directors that includes astronauts, engineers, scientists and professionals from the nonprofit and business communities. With a reach of more than 20 million people since launching and more than 1200 students from around the world participating in its Student Space Ambassador program, over 600 donors, 650 members and several space industry sponsors in place, the organization continues to grow and offer programs to excite and educate students and adults about the importance of human space exploration and STEAM education.

Yvonne Hundshamer
The Mars Generation
612-670-0337
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.