

Published on *American Geosciences Institute* (<https://www.americangeosciences.org>)

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FOR IMMEDIATE RELEASE

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7/26/2016

Alexandria, VA - Celebrate the fourth annual Geologic Map Day! On October 14, as a part of the Earth Science Week 2016 activities, join leading geoscience organizations in promoting awareness of the importance of geologic mapping to society.

Geologic maps are vital to education, science, business, and public policy concerns. Geologic Map Day will focus the attention of students, teachers, and the general public on the study, uses, and significance of these tools, by engaging audiences through educational activities, print materials, online resources, and public outreach opportunities.

Be sure to check out the Geologic Map Day poster included in this year's Earth Science Week Toolkit ([www.earthsciweek.org/materials](http://www.earthsciweek.org/materials)). Showing how geologic maps can be used to understand our nation's geoscience heritage, or geoheritage, the poster also provides step-by-step instructions for a related classroom activity. Additional resources for learning about geologic maps can be found on the Geologic Map Day web page ([www.earthsciweek.org/geologicmap](http://www.earthsciweek.org/geologicmap)).

Geologic Map Day's organizing partners include the American Geosciences Institute (AGI), the Association of American State Geologists, the U.S. Geological Survey, the National Park Service, the Geological Society of America, NASA, and Esri. Focusing on the theme of "Our Shared Geoheritage," Earth Science Week 2016 will be celebrated October 9-15.

To learn more, please visit [www.earthsciweek.org](http://www.earthsciweek.org). To order your Toolkits, please visit [www.earth-sciweek.org/materials](http://www.earth-sciweek.org/materials). You may also call AGI Publications to place your Earth Science Week Toolkit order at 703-379-2480.

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The American Geosciences Institute is a nonprofit federation of geoscientific and professional associations that represents more than 250,000 geologists, geophysicists and other earth scientists. Founded in 1948, AGI provides information services to geoscientists, serves as a voice of shared interests in the profession, plays a major role in strengthening geoscience education, and strives to increase public awareness of the vital role the geosciences play in society's use of resources, resiliency to natural hazards, and interaction with the environment.

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