

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

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FOR IMMEDIATE RELEASE

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October 9, 2017

ALEXANDRIA, Va. - Earth Science Week 2017 is making some noise about geoscience with the help of National Public Radio's popular call-in talk show, Science Friday (<https://www.sciencefriday.com/>).

Award-winning host Ira Flatow this month kicks off a Science Friday Science Club that invites listeners and geoscience enthusiasts to share their favorite rocks online in a "virtual rock collection" Neat Rock Challenge (<https://www.sciencefriday.com/educational-resources/scifri-science-club-...>).

Throughout October, AGI geoscientists and other experts will chat with people from across the country who share their #neatrock, delve into the rock's story, and learn about the amazing world of geoscience. The Science Club will connect participants with informative articles, scientific expertise, and a webinar on ways that students and educators can explore their rock collections together.

Geoscience enthusiasts of all ages are invited to listen to Science Friday on NPR and take part in the Science Club online. To learn more, visit Science Friday's Science Club (<https://apps.sciencefriday.com/scienceclub/>).

Reaching over 50 million people annually, Earth Science Week has been led by AGI in cooperation with its sponsors and the geoscience community since 1998. To learn more, please visit www.earthsciweek.org. To order your Earth Science Week Toolkits, see www.earthsciweek.org/materials. You may also call AGI Publications to place your order at 703-379-2480.

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