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FOR IMMEDIATE RELEASE

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Alexandria, VA - Close on the heels of another successful Earth Science Week celebration, the American Geosciences Institute (AGI) is pleased to release a new promotional video highlighting the importance of the Earth sciences and the celebration's role in promoting public awareness.

Why is Earth science a big deal? How does Earth Science Week help promote learning and teaching about the subject? And what can you do to get involved? Find out in this brief, exciting, eye-popping video. Share the video with geoscience colleagues, educators, students, and others.

To view the new "Earth Science Week" video, please go to <http://www.earthsciweek.org/videos/promotional-video>. To see additional AGI videos relating to Earth Science Week, check out our Videos page online at <http://www.earthsciweek.org/videos>. Many videos are accompanied by educational activities designed to promote learning about core concepts of Earth science.

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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. Earth Science Week 2016 will be celebrated October 9-15, 2016. To learn more, please visit www.earthsciweek.org. To order Toolkits, please visit www.earthsciweek.org/materials. You may also call AGI Publications to place your 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.
