Calling All Whiz Kids: Discovery Education and 3M Search for America's Top Young Scientist

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Middle School Students Can Enter for the Chance to Win $50,000 in U.S. Savings Bonds

SILVER SPRING, Md., Jan. 15, 2009 (GLOBE NEWSWIRE) -- Do you know a middle school student who is eager to explore the wonders of science? Discovery Education and 3M announce a call for entries in the 2009 Discovery Education 3M Young Scientist Challenge (YSC), the nation's premier science competition for students in grades 5 through 8. Ten finalists will be selected to receive an all-expense paid trip to New York City to compete in the final challenge in October. The winner will receive $50,000 in U.S. Savings Bonds ($25,000 cash value) and the title of "America's Top Young Scientist."

Research shows that science test scores start to drop in middle school when interest in science begins to wane. In an effort to foster the development of our nation's next generation of scientists, Discovery Education and 3M have teamed up once again to reward students for their science acumen and curiosity, while encouraging them to share that passion by creatively communicating their findings.

Underlining the importance of communication skills in the science field, the competition challenges middle school students residing in the United States to create a one- to two-minute video about a specific scientific concept that relates to innovative solutions for everyday life. Evaluated by a panel of judges, all video entries for the 2009 competition will be assessed based on creativity, persuasiveness, classroom suitability and overall presentation. Videos will not be evaluated on production skills and may be recorded on cell phones or simple digital cameras. All video entries must be submitted online at www.youngscientistchallenge.com by May 20, 2009.

The video entry should use science to create an innovative solution to one of these everyday problems:

1) How can I play my music system for my own enjoyment, without disturbing the rest of the house?
2) What can I do to the soles of my shoes to make them better perform when I skate board?
3) What can I do to reduce the glare on my television when I'm playing video games?
4) What device or method can I create which might help lower my family's heating or cooling bills?

For more information on the Discovery Education 3M Young Scientist Challenge, including submission guidelines and examples of entry videos, go to www.youngscientistchallenge.com.

About Discovery Education

Discovery Communications (Nasdaq:DISCA) (Nasdaq:DISCB) (Nasdaq:DISCK) revolutionized television with Discovery Channel and is now transforming classrooms through Discovery Education. Powered by the number one nonfiction media company in the world, Discovery Education combines scientifically proven, standards-based digital media and a dynamic user community in order to empower teachers to improve student achievement. Already, more than half of all U.S. schools access Discovery Education digital services. Explore the future of education at www.discoveryeducation.com.

About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms - often in combination - to a wide array of customer needs. With $24 billion in sales, 3M employs 79,000 people worldwide and has operations in more than 60 countries. For more information, visit www.3M.com.

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