

Press Kit



FAMOUS PITTSBURGHERS IN SPACE

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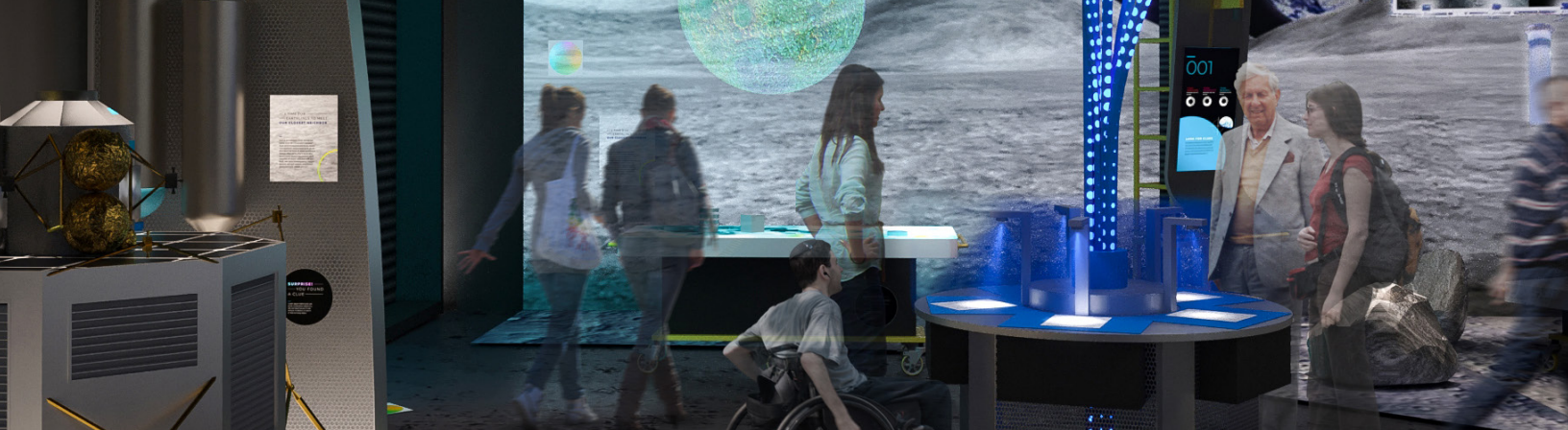
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An Experiential Museum to Inspire New Generations of Space Explorers

The **future of space exploration** is right here in Pittsburgh, celebrated, studied and exhibited at **The Moonshot Museum**.

As the **first space museum in Pennsylvania**, and located in the heart of Pittsburgh, the Moonshot Museum spotlights the history-making space industry work happening here in Western PA. The Moonshot Museum will let visitors see **real spacecraft** as they're built in **real time**, go on their own simulated **lunar mission**, and find out how they fit into the future of **human space exploration**.

The Moonshot Museum is the first museum on the planet to be **centrally focused on career and community readiness for the 21st century space industry**, while also offering **all-the-time, real-time access to real spacecraft and space industry professionals**.

I encourage you to explore more about the Moonshot Museum on our website:
moonshotmuseum.org


Enclosed you will find some frequently asked questions (FAQs) and featured media clips.

CONTACT INFORMATION

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Moonshot Museum FAQ

What is the Mission of the Moonshot Museum?

The Moonshot Museum's mission is to inspire a diverse new generation to find their place in the future of space exploration.

When does the Moonshot Museum Open?

Moonshot Museum will open in October 2022 – a more specific opening date is coming soon! Construction began on May 9 and will continue through the Summer.

Is The Moonshot Museum a Non-Profit?

Yes, Moonshot Museum is a standalone 501(c)3 nonprofit organization that operates independently of its partners at Astrobotic. The Museum has an independent board of directors made up of representatives from the community, education sector, and the space industry. A full listing of the Museum's board can be found at moonshotmuseum.org.

How Is The Moonshot Museum Connected to Astrobotic?

Moonshot Museum is partnered with Astrobotic, Pittsburgh's space company, but is a completely independent non-profit organization with a mission and goals focused on education and career readiness for the 21st century space industry..

Astrobotic is poised to land the first spacecraft on the Moon's surface since the end of the Apollo program more than 50 years and become the first commercial space company to ever land on the lunar surface.

Moonshot Museum will feature a wall of windows looking into Astrobotic's Clean Room assembly area, and its visitors will be able to watch the assembly of a spacecraft in real-time. During Astrobotic launches and missions on the Moon's surface, monitors throughout the Museum will feature live-streamed web content from Mission Control, giving visitors a front row seat to real-time space exploration.

What Can Guests Do at The Moonshot Museum?

The Moonshot Museum shares the wide array of opportunities available in the space industry, from recognizable career paths like engineering and astrophysics to career opportunities spanning the full spectrum of STEAM learning, including design, policy, medicine, agriculture, manufacturing, and the trades. In addition, the Moonshot Museum features a wall of windows looking into Astrobotic's Clean Room assembly area, and its visitors can watch the assembly of real spacecraft in real-time.

Students and visitors to Moonshot Museum will take part in simulated lunar missions, encountering real challenges faced by space industry professionals every day and learning more about the exciting career opportunities available in the space industry.



Moonshot Museum FAQ

When Will Moonshot Museum be Open and How Much Will it Cost?

After its grand opening on October 15, 2022, Moonshot Museum will be open to the public Wednesday through Sunday from 10am to 4pm. Admission for adults will be \$10 and admission for children ages 3-17 will be \$5. Moonshot Museum membership packages will be available for purchase in the coming weeks.

Schools can book mission experience visits to Moonshot Museum or outreach classroom and assembly-style programs for the 2022-2023 school year by emailing hello@moonshotmuseum.org or calling the Museum at (412) 314-4111.

Will the Exhibits Ever Change?

Yes! The Moonshot Museum is a living, breathing space with multiple, dynamic experiences that change all the time. One visit to the museum is unlike the next, with plenty of new things to do and see on a regular basis.

What type of events are planned after opening?

In addition to the immersive experience planned inside Moonshot Museum, the Museum will launch additional public programs, outreach programs, and after-hours events in the coming months. The Museum will also be available for evening rentals and out-of-this-world gatherings following its opening in October 2022.

North Side's Moonshot Museum, dedicated to space exploration, unveils final designs

Michael Machosky, *Next Pittsburgh* | October 13, 2021

It's one small step for man — and just a few small steps from the Carnegie Science Center — but soon Pittsburgh will be closer to the moon and space travel than ever before.

In May, Pittsburgh's space robotics company Astrobotic announced that the Moonshot Museum will be located inside its newly expanded, 47,000-square-foot Manchester headquarters and "mission control" center at 1016 Lincoln Ave. This week, Astrobotic announced the final exhibit designs for the museum, which will open in the summer of 2022, with a mission to inspire young people to find their place in the future of space exploration.

"We're building a museum like no other, and we're thrilled to finally share a look at what the future holds for Moonshot Museum," says Sam Moore, the museum's executive director. "We can't wait to take Pittsburgh on a mission to the moon with this innovative, immersive and cutting-edge experience."

Visitors will get to see the actual construction of real spacecraft up close, and embark on their own simulated missions to space.

Astrobotic, which received nearly \$200 million to deliver a NASA rover to the moon, has become a major player in the new space race. The space industry is estimated at \$450 billion and growing, with companies such as Blue Origin and SpaceX joining NASA in pushing the boundaries of space travel and exploration. By the end of the decade, NASA plans to return humans to the moon — and this time, they'll be there to stay.

"Because the Moonshot Museum is co-located at Astrobotic, visitors will have access to all the contributors who make space exploration happen — engineers, lawyers, writers, designers," says John Thornton, CEO of Astrobotic CEO and board chair for the Moonshot Museum. "They build real spacecraft just steps away from the museum and are eager to inspire visitors, lead tours and give expert presentations at the museum."

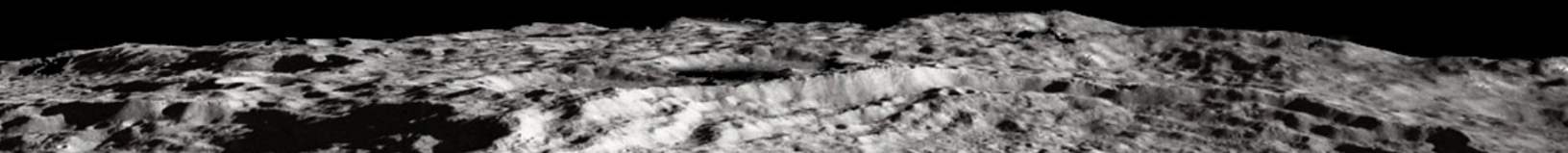
Developed in collaboration with community members, educators, space industry experts and students from throughout the Pittsburgh region, the immersive digital exhibitions will allow visitors to create their own moon colonies, launch businesses in space, or even solve mysteries on the moon.

"The Moonshot Museum will be a place where anyone can see themselves in the future of space exploration," says South Fayette High School student Aditi Srivastava, host of the InterGALactic Podcast.

The museum's website features a new preview video and information about the upcoming exhibitions and programs.

A \$2.7 million capital campaign is raising money for the construction of the museum and to support programming and operations.

"The Apollo missions inspired an entire generation to dream and push beyond the boundaries," says Thornton. "The next generation will be inspired here at the Moonshot Museum, seeing and experiencing space flight up close and in person and to experience the thrill along with the engineers."



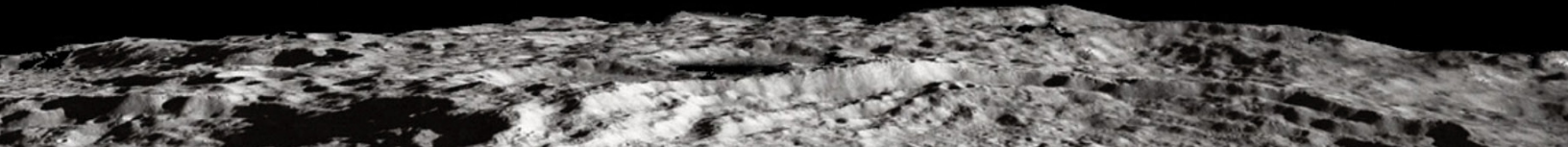
Get the first look inside Pittsburgh's Moonshot Museum

Boaz Frankel, *Next Pittsburgh* | June 27, 2022

We get a tour of the soon-to-open Moonshot Museum on this installment of Yinzer Backstage Pass. Pittsburgh's space robotics company Astrobotic is housing the museum inside its Manchester headquarters. Sam Moore, the museum's executive director, gives Boaz a sneak peek at the exhibits under construction and shows off one of Astrobotic's lunar modules that's currently being assembled here in Pittsburgh.



[**CLICK HERE**](#)
to watch the video



Pennsylvania Announces New Poster Contest To Encourage Students To “Reach For The Moon” Through STEAM Education

Pennsylvania Pressroom | July 20, 2022

Harrisburg, PA - The Pennsylvania Department of Education (PDE) is joining forces with the Moonshot Museum, Astrobotic, and the Readiness Institute at Penn State to invite Pennsylvania students in grades 3-12 to participate in a statewide poster contest celebrating America’s return to the moon this year, an achievement powered by Pennsylvanians.

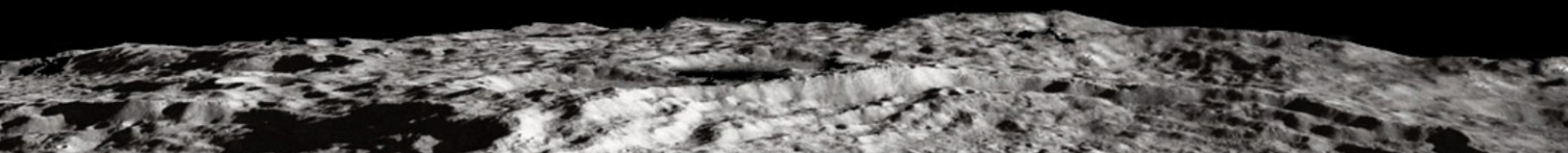
“It’s only fitting that we announce this new partnership to support and highlight STEAM education on the 53rd anniversary of the first moon landing,” said Acting Secretary of Education Eric Hagarty. “This poster contest encourages Pennsylvania students to ‘reach for the moon’ in their educational and career endeavors, from science to the arts and anything in between.”

The Moonshot Poster Contest combines STEM education and the arts in a new way to celebrate the upcoming launch of Astrobotic’s Peregrine Lunar Lander. Later this year, Peregrine will be delivering more than two dozen payloads to the lunar surface, including scientific instruments from three national space agencies – including 11 from NASA alone – a rover from Carnegie Mellon University, Hope Moonshot project from Penn State Outreach, several payloads from commercial companies, and cultural messages from individuals around the Earth.

“Moonshot Museum will open this Fall at Pennsylvania’s first space museum and the first museum on the planet to focus on career readiness for the 21st century space industry,” said Sam Moore, Moonshot Museum executive director. “As we approach the exciting dual milestones of the Museum’s opening and Astrobotic’s lunar landing later in the year, we can’t wait to welcome the artistic contributions of students across Pennsylvania, celebrating the Keystone State’s leadership in America’s return to the lunar surface.”

Students are encouraged to create a poster that reflects one or more of the following aspects of the Peregrine mission:

- **History in the Making:** Astrobotic’s Peregrine lander will be the first private commercial spacecraft to land on the lunar surface and the first American spacecraft to land on the Moon since the Apollo era.
- **Commercial Space Industry:** Peregrine will carry payloads from companies and countries around the world and deploy a small rover to search for underground tunnels or “lava tubes,” potential sites for future lunar settlers.
- **Flight of the Falcon:** The lunar lander is named for the peregrine falcon, the fastest animal on Earth.
- **Powered by Pennsylvania:** Peregrine is being constructed at Astrobotic Headquarters on Pittsburgh’s Northside, with metals and electronics built by Pennsylvanians. The spacecraft will launch aboard a rocket from Florida, but once it has left Earth’s atmosphere, Astrobotic Mission Control will coordinate the lander’s journey to the Moon.



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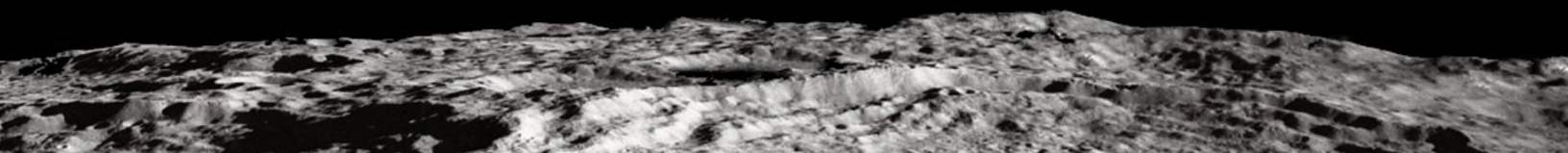
“Space is no longer the ‘next frontier’; it is the ‘now frontier’ for our students in Pennsylvania,” said Dr. Justin Aaglio, interim vice president for Outreach and executive director of the Readiness Institute at Penn State. “We are excited to see the contest submissions and hope they will launch many space and STEAM careers for students in our communities.”

Students can produce their poster submissions independently at home, during classroom time, or during out of school learning programs at community centers, libraries, or summer camps. They may use either computer programs or traditional art supplies to create their poster. Teachers, parents, or guardians should email the student poster submission and completed terms and conditions form to postercontest@moonshotmuseum.org. All submissions must be received by November 30, 2022. For full details on the poster contest and to make a submission, visit <https://moonshotmuseum.org/postercontest> Opens In A New Window.

A panel of judges from across the STEAM disciplines in Pennsylvania, including art and science educators and space industry professionals will judge submissions ahead of Astrobotic's launch in late 2022. Winning entries will be selected across three grade ranges: Elementary (Grades 3-4), Middle School (5-8) and High School (9-12).

Pennsylvania will be divided into major geographic regions, each consisting of multiple counties. A regional 1st place award certificate will go to a winning entry in each region. State Award Winners will be selected across a range of categories, such as: Science Communication, Entrepreneurial Spirit, and Creativity. State Award Winners will be invited to a VIP Tour at Astrobotic Headquarters in Pittsburgh. Travel will be at the winner's own expense.

All submissions will be included, in a digital payload on a future mission to the moon.



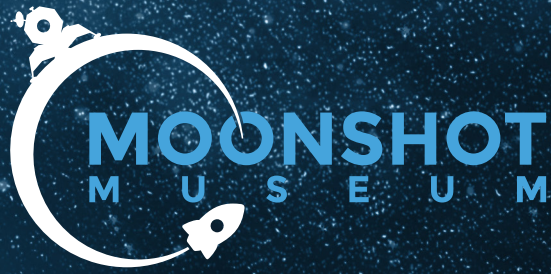


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- 2. Look for clues
- 3. Look for clues

LOOK FOR CLUES

Look for clues in the lunar landscape. The clues are hidden in the rocks and craters. Look for clues in the lunar landscape. The clues are hidden in the rocks and craters.



MOONSHOTMUSEUM.ORG

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