



**FOR IMMEDIATE RELEASE:**

## Design Squad Nation Wants YOU to Build it Big By Entering the Design Squad Nation Build Big Contest!

### Create Your Own Super-Sized Design Squad Activity

**BOSTON, MA (March 22, 2011)** – Imagine using duct tape, paint stirrers, spools, and paper cups to launch a Ping-Pong® ball in the sky. Now imagine building it BIG using two by fours, planks, surgical tubing, and foam to launch a basketball. (Watch how *Design Squad Nation* hosts Judy and Adam [did just that!](#))

*Design Squad Nation*, a PBS KIDS GO!® series, invites teams of kids, their teachers, parents, grandparents, neighbors, and friends to super-size *Design Squad*'s hands-on activities, make a video, and enter the Build Big Contest. Teams may have their creations featured on the *Design Squad Nation* [website](#), and the winning team will receive a Flip® video camera (approximate retail value of \$149.99) to help document future builds and have the chance to speak with *Design Squad Nation* co-hosts Judy Lee and Adam Vollmer via video chat.

“We know that kids learn more when their TV viewing is reinforced with hands-on activities,” says Executive Producer Marisa Wolsky. “That’s why *Design Squad* has developed 40 hands-on activities designed to get kids to flex their problem-solving skills and think like engineers. With the Build Big Contest, we want kids to take that thinking to the next level by working in teams to build a really, large-scale project.”

The rules of the Build Big Contest are simple. Form a team of at least two people (someone over the age of 18 needs to be the team leader), choose an activity from the *Design Squad Nation* website, build a “big” version of the activity, and create a short video (no more than five minutes) of your “big” version of the activity. The team leader will upload the video to YouTube and fill out a submission form on the [Build Big Contest page](#). Each submission will be judged based on its compatibility with the Contest theme, its originality and uniqueness of approach and the execution of your “big” version of the activity. Visit the [Build Big Contest page](#) for complete contest rules and information. Entries will be accepted between March 22, 2011 at 12PM EST and August 1, 2011 at 12:00PM EST. No purchase is necessary to enter or win.

#### Major funding



#### Series funding



**NORTHROP GRUMMAN**  
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improving lives through invention

#### Additional funding

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“Whether you take the Watercraft activity (and instead of straws and plastic wrap you use PVC pipe to build a BIG boat), or the zip line activity (and rather than carrying a Ping Pong® ball, you transport a life-sized stuffed animal), use your creativity and show us what you can do,” says co-host of *Design Squad Nation* Judy Lee. “We can’t wait to see what the teams come up with,” adds co-host Adam Vollmer.

### **DESIGN SQUAD NATION ONLINE**

The *Design Squad Nation* website is a destination for creative ‘tweens and teens, promoting the message: You are creative and can solve problems. You can make things that help people. We want you to join the *Design Squad Nation*. Let’s dream big. Let’s build something together. On the site, kids can work alongside co-hosts Judy Lee and Adam Vollmer, posting real-life solutions to real-life problems and responding to challenges from the show by sketching and building their own prototypes. The *Design Squad Nation* Blog features inspiring engineering and DIY content from across the Web, engaging with the *Design Squad Nation* community directly by including calls to action, how-to challenges, aspirational examples of kid-made content on the site, and first person video and messages from Judy and Adam—sharing both the fun and the failures that are a part of the design process. Already, more than 12,000 kids are engaged, actively creating and sharing content in our online community. *Design Squad Nation* invites the next generation of great thinkers to get involved at [pbskidsgo.org/designsquadnation](http://pbskidsgo.org/designsquadnation). Viewers also can follow *Design Squad Nation* on Facebook at <http://www.facebook.com/DesignSquadNation> and on Twitter at [twitter.com/designsquad](http://twitter.com/designsquad).

### **ABOUT DESIGN SQUAD NATION**

*Design Squad Nation* is a spin-off of *Design Squad* for ‘tweens, teens, and family-viewing that airs on PBS KIDS GO!® (check local listings). Over the course of 10 episodes, engineer co-hosts Judy Lee and Adam Vollmer travel across the country and around the world, working side by side with kids to turn their dreams into reality. *Design Squad Nation* shows that engineering isn’t about hiding away in some lab; it’s about being active in the world, taking risks, collaborating with interesting people, and using science, math, and technology to solve real problems. *Design Squad Nation* takes a kid’s passion and combines it with engineering to create an array of engineering feats—a cake that is part delicious, part electronic, part mad scientist for the cast party of *Young Frankenstein: The Musical*; a pedal-powered bike organ; a human-powered flying machine, and more. *Design Squad Nation* shows kids that if they can dream it, they can build it.

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### **ABOUT WGBH BOSTON**

WGBH Boston is America's preeminent public broadcasting producer—the single largest source of prime-time and children's programming for PBS and pbs.org, one of the most-trafficked dot-org websites in the world. WGBH produces some of public television's best-known lifestyle shows, many public radio favorites, and award-winning children's programs and websites that empower kids with innovative, entertaining, curriculum-based content. Among the WGBH-produced children's titles: Arthur, Curious George, Postcards from Buster, Between the Lions, *Design Squad Nation*, Martha Speaks, FETCH! with Ruff Ruffman, and Peep and the Big Wide World. WGBH also is a pioneer in educational multimedia, and in technologies and services that make media accessible to the 36 million Americans who rely on captioning or video descriptions. WGBH has been recognized with hundreds of honors: Emmys, Peabodys, duPont-Columbia Awards, and even two Oscars. In 2002, WGBH received a special institutional Peabody Award for 50 years of excellence. For more information, go to [www.wgbh.org](http://www.wgbh.org).

### **ABOUT PBS KIDS GO!**

PBS KIDS GO! offers early elementary children the opportunity to explore new ideas and new worlds through television, online and community-based programs. For more information on specific PBS KIDS GO! programs supporting literacy, science, math and more, visit [PBS.org/pressroom](http://PBS.org/pressroom).

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For more information and images, visit [pressroom.wgbh.org](http://pressroom.wgbh.org) or [pbs.org/pressroom](http://pbs.org/pressroom).

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