ASTRONOMY DAY

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Astronomy Day is a wonderful way for planetariums to gain a Public Relations splash in the media (and it promotes an excellent hobby/profession). If you don't know what astronomy day is, it is a day (sometimes a week) set aside each year (in April/May) for astronomy clubs, planetariums, museums, universities, etc to hose special events worldwide. It is coordinated by the Astronomical League (a federation of astronomy clubs), cosponsored by 15 astronomy and astronomy education organizations and the concept is endorsed by the International Astronomical Union's Commission on the Teaching of Astronomy.

More information is available at the League's web site www.astroleague.org including:

- Ordering instructions for a FREE (except shipping and handling) 60+ page Astronomy Day Handbook (produced as a public service by Sky Publishing Corp.)
- Ideas and suggestions not contained in the Handbook
- A site to register any special events you are doing (and for other people and media to locate events in their neighborhood)
- The latest entry forms for the Astronomy Day contest (see web site for details)
- The date of upcoming Astronomy Days
- The current address of the Astronomy Day Coordinator (if the Handbook or web site can't answer your questions, maybe he/she can)

The Astronomy Day Handbook (written by David Levy) contains all kinds of tips, resources and suggestions for hosting events to promote astronomy and has proven an invaluable resource for organizations hosting special events. The web site (above) also lists the theme (if any) of each year's event along with last minute information and ideas.

Since Astronomy Day is a high media event, planetariums can use it to promote upcoming events like planetarium shows, special speakers or astronomical event observing sessions (e.g. Transit of Venus, Lunar Eclipses). Dark skies (and the International Dark Sky Association) are almost always part of Astronomy Day events as well. So gear up for Astronomy Day, you'll be glad you did!

Astronomy Day at the Museum of the Rockies

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