



# YURI'S NIGHT 08

Discover. Explore. Celebrate. 12.APRIL



Yuri's Night 2007 at Mountain View's NASA Ames Research Center

## Join Us!

On April 12th 1961, Yuri Gagarin made his historic flight around the Earth and became the first human in space—an instant hero who opened up the dream of space flight for all people. Exactly 20 years later the first Space Shuttle was launched, on April 12, 1981. Yuri's Night is a tribute to the space achievements of both nations and the connection humanity has to the stars.

Every April 12th, Yuri's Night brings together young people from around the world creating a global community unified in support of mankind's shared destiny in space.

Yuri's Night gathers people with diverse backgrounds. The event connects, educates, and motivates people of all cultures and nations around a common inspiration—the future of space exploration. These global celebrations showcase elements of culture that embrace space including dance, music, fashion, and art.

In 2007 people celebrated Yuri's Night in 35 countries worldwide at over 126 individual events. It has become a major global event that draws media coverage from MTV to CNN, and many other domestic and international networks.

Yuri's Night celebrates the latest exciting happenings in the space world, from the launch of the 1st private female space explorer, Anousheh Ansari, to the repair of the Hubble Telescope, to the announcements of the interior of SpaceShip2, to the latest in privately opening up low Earth orbit and publicly going beyond...

**Join us as we celebrate space and reconnect to what first drew us to the stars.**

“Circling the Earth in the orbital spaceship, I marveled at the beauty of our planet. People of the World! Let us safeguard and enhance this beauty—not destroy it!”

**YURI GAGARIN**

### Why celebrate space?

Astronauts orbiting Earth see no borders, no countries...just one planet, one people. It is this perspective which we share with the world as we celebrate our planet and our future.

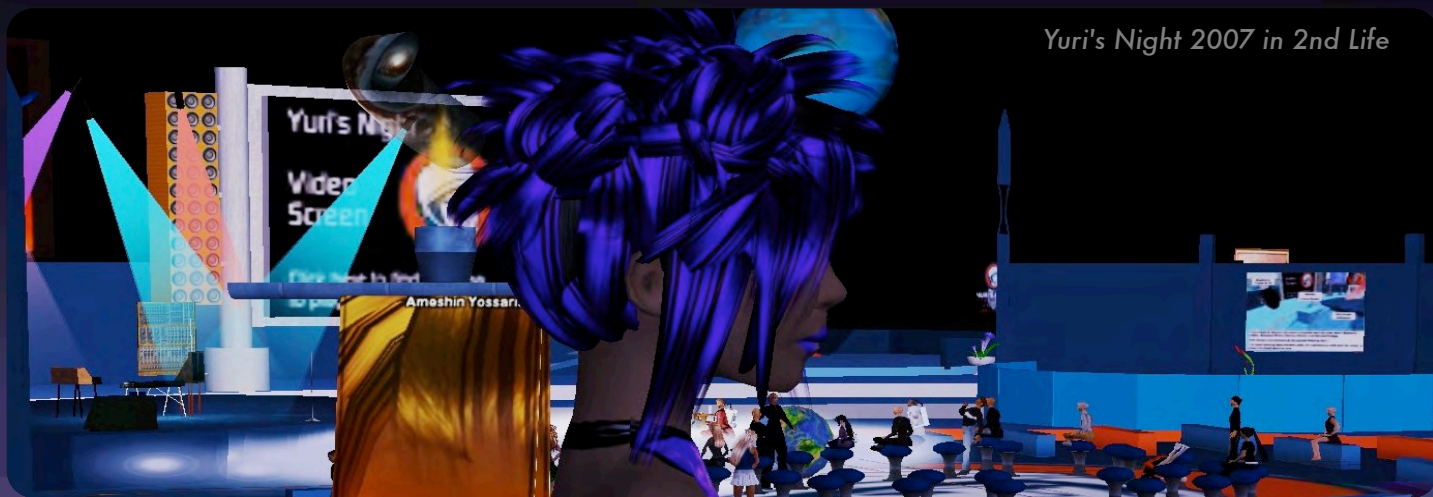
### What is the goal?

The goal of Yuri's Night is to fuel the public's interest in space exploration and to inspire a new generation of explorers. Yuri's Night creates a global community of young people who are committed to shaping the future of space exploration and the world, while developing responsible young leaders with a global perspective.





Yuri's Night 2007 in 2nd Life



## THE EVENT

The first Yuri's Night celebration was held April 12, 2001 in 64 cities of 29 countries and on all 7 continents. This date marked both the 40th anniversary of Yuri's historic flight and the 20th anniversary of the first Space Shuttle flight. In the seven years since its inception, Yuri's Night has seen its individual celebrations range in size and scope—from 4000 people in San Francisco to the few cosmonauts and astronauts on the orbital space station. Our global events represent the diversity of Earth itself and help us remember how small our planet is and how space can unite us all.

Individual celebrations range from massive events in Los Angeles, San Francisco, Houston and Stockholm, to symbolic toasts at the South Pole research station, to a traditional ceremony under the cherry blossoms in Japan. All told, over 20,000 people directly participated in Yuri's Night events around the world last year. Total media impressions have exceeded 20 million with CNN, BBC, MTV, NPR and XM Radio all providing feature coverage.

## THE AUDIENCE

Yuri's Night attracts a diverse global audience. The events create a unique environment where rocket scientists, music lovers, college students, civic leaders, and many other members of the community come together for one night to rally behind a common interest. Our target audience splits between the general public, primarily between the ages of 18 and 35, who are generally anxious to hear more of the behind-the-scenes of space exploration, and young students and professionals already involved with space! In addition to the celebration, many of the events have educational components that include lectures and star parties.

## GET INVOLVED

If you would like to host an event in your area, or to support the young people organizing Yuri's Night, please email [loretta@yurisnight.net](mailto:loretta@yurisnight.net) or visit [www.yurisnight.net](http://www.yurisnight.net).

*Because space isn't a spectator sport.*

