



World Space Week Association Appoints Sarah Reed as Executive Director

For Immediate Release

10 December 2011 – World Space Week Association has announced its appointment of Sarah Reed as Executive Director. She will lead the Association’s global team of national coordinators and event holders to engage the public and media in UN-declared World Space Week, 4-10 October annually.

Reed brings to this role a wealth of experience in space and astronomy communication and public outreach. Following a master’s degree in Theoretical Physics at Durham University, UK, she worked for nearly four years in consumer publishing, including two and a half years as Staff Writer and News Editor on BBC Sky at Night magazine.

Since then, she has written for the news section of AAAS Science and for the Education and Public Outreach Department of the European Southern Observatory. In addition to developing strong communication skills, Reed’s career has given her experience in other areas applicable to World Space Week, such as website management, social media, graphic design, and organizing press conferences and events.

Reed is also currently Science Editor of EU Universe Awareness, an international astronomy and space education program for young children that is endorsed by UNESCO and the International Astronomical Union. In this role, she developed and managed an innovative children’s news service about space which is available in nine languages.

“I’m delighted to join the World Space Week Association. I’ve been a space enthusiast from a young age and it is an honor to be chosen to lead the world’s biggest celebration of space,” said Reed. She succeeds Talia Page who leaves after organizing two successful World Space Weeks and helping to grow the Association’s international network of volunteers.

Association President Dennis Stone said, “We are excited to welcome Sarah Reed as Executive Director. She has the ability and dedication that are ideal for World Space Week. We look forward to supporting her in developing World Space Week to achieve greater impact with students and the public.”

About World Space Week

In 1999, the United Nations General Assembly declared October 4-10 annually as World Space Week. Its purpose is “to celebrate each year at the international level the contributions of space science and technology to the betterment of the human condition”. Today, this event is celebrated in about 60 nations each year by schools, space organizations and others. The aim is to inspire children, educate the public and

government leaders about space, and to demonstrate public support for space activities.

About the World Space Week Association

World Space Week Association is a non-profit organization that supports the UN in the global coordination of World Space Week – the largest public space event on Earth. The Association relies on its international network of volunteers, organizations, and sponsors, which include SpaceX, Turksat and Skylon Enterprise Limited. For more information, please visit www.worldspaceweek.org.

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