



FOR IMMEDIATE RELEASE

(Press Release) – March 20, 2014—Boulder, Colorado

**Boulder, Colorado—Mars Phoenix Lander Mission Principal Investigator
Dr. Peter Smith Joins Uwingu’s Board of Advisors**

***Uwingu Creates Public Engagement Activities That Fund Space
Exploration, Research, and Education Projects***

Space project funding company Uwingu™ announced today that it has added NASA Mars Phoenix lander mission principal investigator/mission leader Dr. Peter Smith to its distinguished board of advisers that assist the company in strategic planning. Mars Phoenix successfully landed on Mars in 2008 and explored polar terrains there.

Uwingu’s Advisory Board consists of talented and influential thinkers in astronomy and planetary science, marketing/branding/promotion, and business. Beyond new member Dr. Smith, the Board also includes:

- **Mr. Andy Chaikin**, space historian and author.
- **Mr. Michael Aisner**, promoter and marketing expert; former PR Director of the Coors Classic bicycle race.
- **Dr. Richard Fienberg**, the former editor of Sky & Telescope magazine.
- **Mr. Stephen Goldman**, computer industry entrepreneur and physicist.
- **Dr. David Grinspoon**, award winning author and planetary scientist, and Fellow of the Library of Congress.
- **Ms. Cassie Kloberdanz**, aerospace business development expert.
- **Mr. Jon Lomberg**, renowned space artist and illustrator for Carl Sagan’s books.
- **Dr. Geoff Marcy**, astrophysicist and pioneering exoplanet hunter.
- **Mr. George Merlis**, communications expert, advisor to NASA, and former producer of Good Morning America (GMA) on ABC television.

- **Dr. Cathy Olkin**, planetary astronomer.
- **Mr. Rick Rasansky**, entrepreneur and Internet CEO.
- **Dr. Teresa Segura**, Mars scientist and aerospace business development expert.

New Uwingu Advisory Board member Dr. Smith remarked that, “Uwingu is an opportunity to personalize the incredible Martian images and maps for anyone who wishes to name their own craters. Although the names are not officially recognized by scientists, colorful maps will hang on walls and be appreciated worldwide.”

Uwingu’s CEO Dr. Alan Stern added, “We are very proud to have someone of Peter’s experience and stature in the Mars community joining Uwingu’s Advisory Board. Peter’s experience will be invaluable as we create a significant new private sector fund for space research, education, and exploration through novel space and astronomy public engagement projects like our Mars Crater Map Naming Project.”

Anyone around the world can participate in Uwingu’s activities, including the Uwingu Mars map, at www.uwingu.com .

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About Uwingu: Uwingu (which means “sky” in Swahili, and is pronounced “oo-wing-oo”) was formed by a team of leading astronomers, planetary scientists, former space program executives, and educators. The company includes planetary scientists Drs. Alan Stern, Mark Sykes and Henry Throop, space educator Dr. Emily CoBabe-Ammann, and space attorney and entrepreneur Mr. Doug Griffith. In 2012, Uwingu successfully concluded one of the 25 largest Indiegogo crowd-funding campaigns ever to launch an ongoing series of public engagement projects. Visit Uwingu’s web site at www.uwingu.com to learn more.

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