



**IS PROUD TO ANNOUNCE THE SECOND-ANNUAL  
NATIONAL ASTRONAUT DAY  
May 5<sup>th</sup>, 2017**

CELEBRATES HEROIC ASTRONAUTS WITH MISSION TO INSPIRE ALL TO  
“BELIEVE IN YOURSELF” WHILE “REACHING FOR THE STARS”

CAMPAIGN INCLUDES DOWNLOADABLE ASTRONAUT INSPIRED POSTER & CARDS FOR KIDS,  
“ASTRONAUT SIGNATURE” FISHER SPACE PEN™ SERIES, FACEBOOK LIVE EVENTS WITH  
ASTRONAUTS AND BENEFITS OVER 20 DIFFERENT CHARITY PARTNERS



**#WeBelieveInAstronauts | #NationalAstronautDay**  
[www.NationalAstronautDay.com](http://www.NationalAstronautDay.com)

Tuesday, April 4<sup>th</sup>, 2017: Today, **uniphi space agency**, a division of **uniphi good LLC**, is proud to announce the second annual **National Astronaut Day**, to take place on May 5<sup>th</sup>, 2017.

In keeping with the tradition of other Astronaut and Space related celebrations, May 5<sup>th</sup> was selected for this significant date in history in 1961 when Astronaut Alan Bartlett Shepard Jr. became the First American in Space, aboard the Freedom 7 Space capsule. The brief suborbital flight, which lasted approximately 15 minutes and reached a height of 116 miles into the atmosphere, was a milestone achievement. This trailblazing example of heroic bravery and adventurous spirit is this essence of what **National Astronaut Day** is all about.

The 2017 National Astronaut Day campaign includes many ways to participate including; a downloadable Astronaut inspired “**Believe in Yourself**” poster for kids, “inspirational” Astronaut cards, 2<sup>nd</sup> Edition National Astronaut Day “Crew” and “Mission” patch designs, and a #WeBelieveInAstronauts Social Media campaign which includes a contest to win a special “Astronaut Merchandise Prize Pack”. A continuing collaboration with Fisher Space Pen Co™ for the “Astronaut Signature Pen” Series, will continue to make pens available for sale online, also generating awareness and fundraising for 20 different charity partners.

*“We wanted to have some fun with National Astronaut Day this year, and encourage other Astronaut and Space enthusiasts to do the same, all in a really easy, unified way to celebrate our heroes,”* said **Annie Balliro**, President & CEO of **uniphi good LLC** and **uniphi space agency**, *“While the holiday is founded with a cornerstone of reverence for Astronauts and their experiences through Space Exploration, it’s impossible to ignore the fact that Astronauts are represented in mainstream and pop culture everywhere. Worldwide music stars are acting as Astronauts in music videos, Global brands use Astronaut characters in advertising, high fashion integrates Astronauts and Space into major runway shows, an endless number of blockbuster films with Astronauts as main characters – and the list just goes on and on. We also hope this approach will help engage younger Space fans and help inspire future generations of Astronauts!”*

The National Astronaut Day #WeBelieveInAstronauts social media campaign will include a full schedule of Facebook live programming “launching” at appx 9:34AM (EST) with a playing, from vintage vinyl, of “One of the Greatest Events of Our Time”, a recording of the historic space voyage of America’s First Astronaut. This will be followed by a program of live events and pre-recorded messages from Astronauts, with some special guests, and STEM / STEAM Educational activities hosted live by *OneOrbit* and *Higher Orbits*. The *uniphi space agency* social media channels will be updated continuously, with changing themes related to Astronauts, every 15 minutes to recognize the amount of time Alan Shepard was in flight on May 5<sup>th</sup>, 1961. The campaign will include a wide range of Astronaut references and imagery related to pop culture – movies, music, fashion and more, important Historical newspaper covers - illustrating the excitement in 1961 when “America entered the Space Race”, and most importantly, with images and information to celebrate these inspiring Astronaut heroes individually.

*“As someone who has been fortunate enough to work in the Space industry for my entire career, working in Mission Control and in training Astronauts for their spaceflights, it is an honor to be able to recognize the hard work, dedication and sacrifice of all those who have travelled to space... not only for their actual spaceflight but also for all they do to inspire others,* noted **Michelle Lucas**, VP Industry Relations at **uniphi space agency**, *Perhaps the greatest legacy they leave is those in the next generation that they inspire, and THIS is really what we seek to honor as part of National Astronaut Day.”*

A final schedule of Facebook Live programming will be posted on [ww.NationalAstronautDay.com](http://ww.NationalAstronautDay.com) on May 4<sup>th</sup>. ALL Space and Astronaut fans are encouraged to celebrate National Astronaut Day by hosting their *own* Facebook live event on May 5<sup>th</sup>. The idea is to be creative and have fun by sharing thoughts on a favorite Astronaut, relaying to friends an inspirational space related story or really anything related to Astronauts (real

or fictional), or Space Exploration – past, present or future! For those who hashtag #WeBelieveInAstronauts the post may be shared on the “official” National Astronaut Day social media channels.

The “**Astronaut Signature Pen**” Series, an Agency exclusive collaboration with **Fisher Space Pen Co™**, features a diverse range of pen styles and Charity partners, all personally selected by each participating Astronaut. Each Special Edition pen has an engraved Astronaut signature, as well as an Astronaut and Charity specific card inside each pen box. 5% of the retail price for each “Astronaut Signature Pen” will benefit the selected charity. The pen styles and prices vary and are available for sale at [www.NationalAstronautDay.com](http://www.NationalAstronautDay.com) and [www.spacepen.com](http://www.spacepen.com).

### **“Astronaut Signature Pen” Series Participants and Campaign Charity Partners Include:**

Clayton Anderson [www.AstronautClaytonAnderson.com](http://www.AstronautClaytonAnderson.com), in support of Celebrating Nebraska Statehood [www.ne150.org](http://www.ne150.org)  
Mark Brown [www.AstronautMarkBrown.com](http://www.AstronautMarkBrown.com), in support of Air Force Museum [www.nationalmuseum.af.mil](http://www.nationalmuseum.af.mil)  
Leroy Chiao [www.AstronautLeroyChiao.com](http://www.AstronautLeroyChiao.com), in support of HASSE [www.thehasse.org](http://www.thehasse.org)  
Frank Culbertson [www.AstronautFrankCulbertson.com](http://www.AstronautFrankCulbertson.com), in support of Higher Orbits [www.higherorbits.org](http://www.higherorbits.org)  
Robert Curbeam [www.AstronautRobertCurbeam.com](http://www.AstronautRobertCurbeam.com), in support of Challenger Center [www.challenger.org](http://www.challenger.org)  
Brian Duffy [www.AstronautBrianDuffy.com](http://www.AstronautBrianDuffy.com), in support of Good Shepherd Manor [www.goodshepherdmanor.org](http://www.goodshepherdmanor.org)  
Fred Gregory [www.AstronautFredGregory.com](http://www.AstronautFredGregory.com), in support of Association of Graduates [www.usafa.org](http://www.usafa.org)  
Ken Ham [www.AstronautKenHam.com](http://www.AstronautKenHam.com), in support of Angel Canines [www.angelcaninesforwoundedwarriors.org](http://www.angelcaninesforwoundedwarriors.org)  
Greg H. Johnson [www.AstronautGregJohnson.com](http://www.AstronautGregJohnson.com), in support of CASIS [www.iss-casis.org](http://www.iss-casis.org)  
Wendy Lawrence [www.AstronautWendyLawrence.com](http://www.AstronautWendyLawrence.com), in support of Ride Family Fdn [www.ridefoundation.org](http://www.ridefoundation.org)  
Steve Lindsey [www.AstronautSteveLindsey.com](http://www.AstronautSteveLindsey.com), in support of Astronaut Scholarship Fdn [www.astronautscholarship.org](http://www.astronautscholarship.org)  
Pam Melroy [www.AstronautPamMelroy.com](http://www.AstronautPamMelroy.com), in support of Association of Space Explorers [www.space-explorers.org](http://www.space-explorers.org)  
Dottie Metcalf-Lindenburger [www.AstronautDorothyMetcalfLindenburger.com](http://www.AstronautDorothyMetcalfLindenburger.com), in support of Mars Generation [www.themarsgeneration.org](http://www.themarsgeneration.org)  
Steve Oswald [www.AstronautSteveOswald.com](http://www.AstronautSteveOswald.com), in support of Federation of Galaxy Explorers [www.foge.org](http://www.foge.org)  
Mark Polansky [www.AstronautMarkPolansky.com](http://www.AstronautMarkPolansky.com), in support of Garden of Dreams [www.gardenofdreamsfoundation.org](http://www.gardenofdreamsfoundation.org)  
Garrett Reisman [www.AstronautGarrettReisman.com](http://www.AstronautGarrettReisman.com), in support of Lustgarten Fdn [www.lustgarten.org](http://www.lustgarten.org)  
Dan Tani [www.AstronautDanTani.com](http://www.AstronautDanTani.com), in support of DuPage Railroad Safety Council [www.dupagerailsafety.org](http://www.dupagerailsafety.org)  
David Wolf [www.AstronautDavidWolf.com](http://www.AstronautDavidWolf.com), in support of Jewish Federations Indianapolis [www.jewishindianapolis.org](http://www.jewishindianapolis.org)  
George Zamka [www.AstronautGeorgeZamka.com](http://www.AstronautGeorgeZamka.com), in support of Marine Corps Heritage Fdn [www.marineheritage.org](http://www.marineheritage.org)

### **Additional STEM / STEAM Education Collaborators Include:**

OneOrbit <http://www.oneorbitcdr.com/>  
Higher Orbits <http://higherorbits.org/>

## 2017 National Astronaut Day Images

### “Crew” & “Mission” Patch Designs:

Designed exclusively for National Astronaut Day by Tim Gagnon, “The Patch Guy”. [www.kscartist.com](http://www.kscartist.com)



### Astronaut Inspired “Believe In Yourself” Poster:

Created exclusively for National Astronaut Day by Designer and Illustrator, Greg Paprocki. [www.gregpaprocki.com](http://www.gregpaprocki.com)





**About uniphi space agency:**

**uniphi space agency™**, a division of **uniphi good LLC™**, is honored to be the exclusive management agency for a diverse range of former Astronauts. Their stories and experiences lend to some of the world’s most compelling book projects, speaking engagements, and collaborations. Subjects include STEM/STEAM topics, innovation, motivation, technology, perseverance, education, engineering, safety, adventure, risk, strategy, “anything is possible”, and lessons from space as related to here on Earth. The sky is limitless. There are infinite possibilities for everyone to follow their dreams!

Our goal is to help celebrate and share the stories and experiences of our Astronaut clients by differentiating between each individual’s specific experience and point of view, aligned with key strategic opportunities, to help motivate and inspire future generations of Astronauts to come!

#WeBelieveInAstronauts | [www.uniphispaceagency.com](http://www.uniphispaceagency.com) | Twitter @uniphispaceage | Instagram @uniphigood

**About Fisher Space Pen Co™:**

Paul C. Fisher first patented the AG7 “anti-gravity” pen in 1966. After 2 years of rigorous testing, NASA approved and selected the Fisher Space Pen for use on all manned space flights. It was first used on the Apollo 7 in 1968. In 1969 it was used as a tool to help save the Apollo 11 mission. Recently NASA has shifted from the AG7 space pen to the CH4 space pen as their standard writing instrument in space.

[www.spacepen.com](http://www.spacepen.com) | @fisherpenco

**About National Day Calendar:**

Every day has a story and here at National Day Calendar we celebrate the stories as well as the day. National Day Calendar is here to help you #CelebrateEveryDay.

[www.nationaldaycalendar.com](http://www.nationaldaycalendar.com) | @nationaldaycal

To request Astronaut interviews contact: [annie@uniphigood.com](mailto:annie@uniphigood.com)

For updated press releases and materials visit: [www.NationalAstronautDay.com](http://www.NationalAstronautDay.com)

For Astronaut bookings & collaborations: [annie@uniphigood.com](mailto:annie@uniphigood.com) or [michelle@uniphigood.com](mailto:michelle@uniphigood.com)

More information may be found at: [www.uniphispaceagency.com](http://www.uniphispaceagency.com)

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