



***** MEDIA ALERT *****

**UNIPHI SPACE AGENCY IS PROUD TO ANNOUNCE THE SECOND-ANNUAL
NATIONAL ASTRONAUT DAY**

May 5th, 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

Thursday, May 4th, 2017: Today, **uniphi space agency**, a division of **uniphi good LLC**, is proud to announce the second annual **National Astronaut Day**, and a schedule of Facebook Live events featuring Astronauts and Space related partners, to take place on May 5th, 2017.

In keeping with the tradition of other Astronaut and Space related celebrations, May 5th 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, 2nd 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.

The National Astronaut Day #WeBelieveInAstronauts campaign will include a full schedule of Facebook Live programming “launching” at 9:00AM (All times in ET), and will feature a series of events from Astronauts and Space related partners including;

- 9:00 AM **Astronaut Leroy Chiao, OneOrbit**
<https://www.facebook.com/CDRLeroyChiao/>
Make the most of your OneOrbit. The wide-eyed child of immigrants, Chiao was inspired by the Apollo 11 Moon landing to launch his own journey to the stars. His journey was not simple or easy. He overcame challenges like bullying and discrimination, and had to make the right choices as a young person, to stay healthy. Hear first-hand how he persevered and succeeded to become an Astronaut! www.oneorbitcdr.com, www.AstronautLeroyChiao.com
- 9:34 **uniphi space agency**
<https://www.facebook.com/uniphispaceagency/>
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, Alan Shepard. www.uniphispaceagency.com
- 10:00 **Higher Orbits**
<https://www.facebook.com/higherorbits/>
Be You! Design your own “Mission” patch. All designs submitted at www.uniphigood.com/pics will receive a free National Astronaut Day sticker. www.HigherOrbits.org
- 11:00 **Dunmore**
<https://www.facebook.com/dunmorecorp/>
Protecting Astronauts for Over 30 Years w/Frank Hamilton & Casey Kelby. www.dunmore.com
- 1:00 PM **SolFest Hastings, feat. Astronaut Clay Anderson at Total Solar Eclipse Event in August**
<https://www.facebook.com/solfesthastings/>
SolFest Hastings - A weekend festival in Hastings, NE, leading up to the most unforgettable 2 minutes and 14 seconds of your life: The 2017 Total Solar Eclipse. SolFest Hastings welcomes Astronaut Clay Anderson as a guest speaker for the SolFest Gala. www.solfesthastings.com

- 2:00 **Fisher Space Pen™**
<https://www.facebook.com/FisherSpacePenCo/>
Assembling of an Astronaut Signature Pen - #SPS-CH4-Steve Lindsey – Chrome Shuttle Space Pen. The model currently used on all manned space flights. www.spacepen.com
- 3:00 **US Space & Rocket Center**
<https://www.facebook.com/RocketCenterUSA/>
Tour of Davidson Center for Space Exploration including the National Historic Landmark Saturn V Launch Vehicle with Museum Education Manager Joseph Vick. www.rocketcenter.com
- 5:00 **Astronaut Clayton "Astro Clay" Anderson**
<https://www.facebook.com/clayton.anderson.54>
*Not your "ordinary" Facebook Live, featuring a behind the scenes look of the making of *The Ordinary Spaceman* with live Q&A. www.AstronautClayAnderson.com*
- 6:00 **Astronaut Frank Culbertson, Higher Orbits**
<https://www.facebook.com/higherorbits/>
Announcement of the Go For Launch! Orbital ATK Division winning student experiment, which will be launched to the ISS! www.GoForLaunch.space, www.AstronautFrankCulbertson.com
- 6:30 **Tim Gagnon, KSC Artist**
<https://www.facebook.com/KSCartist/>
"Ever wonder how "official" Astronaut "Crew" & "Mission" patches are designed? Join Tim Gagnon "The Patch Guy" and find out. www.kscartist.com
- 7:00 **Astronaut & Artist Nicole Stott**
<https://www.facebook.com/NicoleStottTheArtisticAstronaut/>
Spaceflight and Inspiration live from the Kennedy Space Center. www.theartisticastronaut.com

ALL Space and Astronaut fans are encouraged to celebrate National Astronaut Day by hosting their own Facebook Live events on Friday, May 5th. 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 outlets.

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 5th, 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, information and "official" proclamations issued by various cities and towns to commemorate May 5th, 2017 as National Astronaut Day, to celebrate these inspiring Astronaut heroes individually.

More information and materials may be found at www.NationalAstronautDay.com.

2017 National Astronaut Day Images

“Crew” & “Mission” Patch Designs:

Designed exclusively for National Astronaut Day by Tim Gagnon, “The Patch Guy”. www.kscartist.com



Astronaut Inspired “Believe In Yourself” Poster:

Created exclusively for National Astronaut Day by Designer and Illustrator, Greg Paprocki. 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 | Twitter @uniphispaceage | Instagram @uniphigood

To request Astronaut interviews contact: annie@uniphigood.com

For updated press releases and materials visit: www.NationalAstronautDay.com

For Astronaut bookings & collaborations: annie@uniphigood.com or michelle@uniphigood.com

More information may be found at: www.uniphispaceagency.com

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