



MEDIA ADVISORY

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MEDIA CONTACT:

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FIRST® Robotics Competition Boise Kickoff Event **More than 75,000 High-School Students Worldwide Eager for** **Unveiling of 2016 Robotics Challenge: *FIRST STRONGHOLD*SM**

Six Teams to Attend Local Kickoff Event in Boise

Who: **FIRST**[®] (For Inspiration and Recognition of Science and Technology) will be joined by numerous public figures to launch the 2016 season of the [FIRST® Robotics Competition](#) with a worldwide Kickoff event originating from Manchester, N.H.

- The Boise Kickoff event will include 6 teams. This event is one of 114 total Kickoff events taking place worldwide.
- The 2016 season will include more than 3,000 teams (75,000 high-school students), grades 9-12, participating in 118 Regional and District events.
- At Kickoff, teams will be shown the *FIRST STRONGHOLD*SM game field and challenge details for the first time, and will receive a Kit of Parts made up of motors, batteries, control system components, construction materials, and a mix of additional automation components – with limited instructions. .
- Teams will have six weeks to design and build a robot to meet this year's engineering challenge.

Dignitaries and public figures will deliver remarks on video and in person, including:

- Dean Kamen, President, DEKA Research & Development and Founder, *FIRST*;
- Dr. Woodie Flowers, *FIRST* Distinguished Advisor, and Co-Chair of the *FIRST* Executive Advisory Board; Pappalardo Professor Emeritus of Mechanical Engineering, Massachusetts Institute of Technology;
- Donald E. Bossi, President, *FIRST*
- Dr. Amy Moll, Dean of Engineering, Boise State University
- Richard Anderson, Regional Director for Idaho, Montana and Wyoming for *FIRST* Robotics Competition
- *FIRST* students & special guests

What: Accomplished inventor [Dean Kamen](#) founded *FIRST* in 1989 to inspire an appreciation of science and technology in young people. The *FIRST* Robotics Competition is an annual competition that challenges high-school students – working alongside professional Mentors – to construct a robot of their own, and compete in the ultimate *Sport for the Mind*[™] that measures the effectiveness of each robot, the power of teamwork and collaboration, and each team's display of [Gracious](#)

[Professionalism](#)[®]. Through their participation, students experience the excitement of science, engineering, technology, and innovation; build well-rounded life capabilities such as self-confidence, communication, and leadership; and qualify for over \$25 million in college scholarships.

When: Saturday, January 9, 2016
8:15 a.m. to 8:30 a.m. MT, Local Remarks (LIVE Boise only)
8:30 a.m. to 9:30 a.m. MT, Comcast NBC Universal Broadcast

Where: Simplot Ballroom, Boise State University, 1700 University Drive, Boise, ID 83725
OPEN TO ALL MEDIA:

If you would like to attend as media, please contact [\[Janet Metzger at janet.metzger@powereng.com\]](mailto:Janet.Metzger@powereng.com)

- 114 Kickoffs in cities worldwide: U.S. and international *FIRST* teams will tune in via Comcast NBCUniversal broadcast and webcast. Access the webcast via <http://comca.st/frc2016>
- To locate teams in your area, visit <http://www.firstinspires.org/team-event-search> or contact your *FIRST* Regional Director <http://www.firstinspires.org/find-local-support>.

2016 FIRST Robotics Competition Kickoff Event Locations:

- For a listing of all local Kickoff locations, visit: <http://www.firstinspires.org/robotics/frc/kickoff>.

Photo Opp.: *FIRST* will unveil the details of the new 2016 robotics competition game after the speaker program. Students take measurements on the new game field and inspect the challenge in order to develop strategies for robot construction, and to determine if they will play offense, defense, or both.

Broadcast Link: <http://comca.st/frc2016>

Media Notes:

- High resolution photos of previous *FIRST* competitions are available in the Photo Gallery: <http://www.firstinspires.org/node/1961>.
- Photos available day of event after Noon MT
- Interviews with speakers at the Kickoff event in Boise, ID available on the day of the event.

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About FIRST[®]

Accomplished inventor [Dean Kamen](#) founded [FIRST[®]](#) (For Inspiration and Recognition of Science and Technology) in 1989 to inspire an appreciation of science and technology in young people. Based in Manchester, N.H., *FIRST* designs accessible, innovative programs to build self-confidence, knowledge, and life skills while motivating young people to pursue opportunities in science, technology, and engineering. With support from over 200 of the Fortune 500 companies and more than \$25 million in college scholarships, the not-for-profit organization hosts the [FIRST[®] Robotics Competition](#) for students in Grades 9-12; [FIRST[®] Tech Challenge](#) for Grades 7-12; [FIRST[®] LEGO[®] League](#) for Grades 4-8; and [FIRST[®] LEGO[®] League Jr.](#) for Grades K-3. [Gracious Professionalism[®]](#) is a way of doing things that encourages high-quality work, emphasizes the value of others, and respects individuals and the community. To learn more about *FIRST*, go to www.firstinspires.org