

# Meet Kelvin



## WHO — AND WHAT — IS KELVIN?

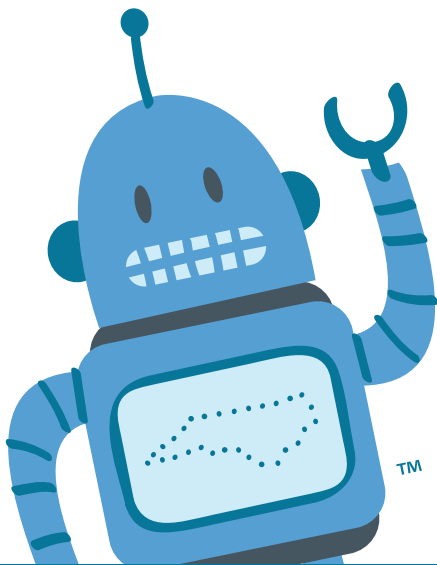
Kelvin is the “spokesbot” for the North Carolina Science Festival — a friendly robot who serves as the mascot for the Festival and as an ambassador for science.

**You’ll find him in your Festival event host kit — hitching a ride to YOUR event!**

Kelvin has his own page on the NCSF website. Visit Kelvin’s page to learn more about him and to download a free Kelvin coloring page: [ncsciencefestival.org/about/kelvin-spokesbot](http://ncsciencefestival.org/about/kelvin-spokesbot)

## KELVIN IS EAGER TO HELP YOU PROMOTE YOUR FESTIVAL EVENT!

Once you receive your own Kelvin, here’s how to put him to work: Take photos of Kelvin in scenes from your event, and be creative in staging your photos! You might show Kelvin making friends with a turtle, building with LEGOs or walking on a hiking trail, depending on your event. Post the photos to your Facebook, Instagram or Twitter\* account before your event, and explain how your visitors can take part in the event, just like Kelvin.



*What are some additional ways you can use Kelvin to promote your event?*

- Create mystery and excitement with a “Where’s Kelvin?” treasure hunt. Each clue can relate directly to your event.
- Pose Kelvin by the NCSF poster you’ve displayed — he’ll catch everyone’s attention!
- Encourage your visitors to take photos of themselves with Kelvin and post the photos to their own social media accounts.
- If you’re using directional signs for your event, consider using a photograph or illustration of Kelvin as a graphic element on each sign.
- Print copies of Kelvin’s coloring page from the NCSF website and share them with young visitors.
- Give Kelvin to one of your event visitors as a prize for a contest or a giveaway drawing at the end of your event.

These ideas are just a starting point. You can use Kelvin as a promotional tool in many ways! We’d love to hear about your success using Kelvin to promote your event. Email us at [ncscifest@unc.edu](mailto:ncscifest@unc.edu) to share your best ideas!

\* If you’re using Twitter or Instagram to share information about your Festival event, please use this hashtag in your post: [#ncscifest](https://twitter.com/ncscifest)