



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. This year, Kelvin is visiting every Festival event in the state.

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: www.ncsciencefestival.org/about-us/kelvin/

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 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 Facebook and Twitter 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.
- Look for a “flat Stanley”-style Kelvin in the official NCSF program and send him on a journey!
- 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 to share your best ideas!

**** If you’re using Twitter to share information about your Festival event, please use this hashtag in your tweet: **#ncscifest***

