



**Press Release**  
**For Immediate Release**  
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**Museum of Discovery and Science launches an APP created by  
Students in the Museum's Prestigious  
APP-titude Internship Program.**

**- Official Launch Ceremony is on February 17, 2018 at 11:00 a.m.  
Students, United Way and Museum Staff will be available for Interviews -**

**Fort Lauderdale, FL, January 9, 2018** – In partnership with United Way of Broward, the Museum of Discovery and Science will launch its new Museum app on February 17, 2018 at 11:00 a.m. The app was created by Broward County high school students as part of APP-titude, a two-year internship for high school juniors and seniors. The free *Museum of Discovery & Science* app will be available in the app store for both Android and Apple platforms. The app allows guests to explore ten exhibit areas in the Museum (Discovery Center, EcoScapes, Go Green, Storm Center, Prehistoric Florida, Otters at Play, Gems and Minerals, To Fly, Powerful You, Gizmo City) and includes augmented reality and video experiences. In addition, the app provides information on the Museum experience and IMAX, including a virtual tour. The overall design and launch of the app was supported by Daruma Tech.

The APP-titude internship exposes students to careers in engineering and computer science while being introduced to coding and APP development. It also provides students the opportunity to earn volunteer service hours, college credit, and a stipend while advancing their knowledge in STEM education. Students learn through an immersion experience at the Museum during the academic year and participate in a three-week, dual-enrollment course in the College of Engineering and Computer Science at Florida Atlantic University. Upon successful completion of FAU's college level course, students receive three semester hours of college credit. During the second year, interns mentor the incoming students, continue working on app development and introduce museum visitors to the app.

Eligibility requirements for this competitive program include recommendations by a science teacher and the school guidance counselor, a PSAT combined score of 88 in reading and math, a 3.0 unweighted cumulative GPA, and before March 1, 2018, students are to take the ACT, SAT, Accuplacer or P.E.R.T., achieving certain minimum scores.

Kathleen Cannon, President and CEO of United Way of Broward County said, "United Way of Broward County is proud to continue to partner with the Museum of Discovery and Science on this innovative internship program. APP-titude provides a life-changing educational and motivational experience for these amazing students."

Bob Swindell, President and CEO of Greater Fort Lauderdale Alliance said, "Everyone involved benefits from this program - museum visitors can utilize the new technology that has been

created, the interns acquire skills and invaluable experience that benefit our technology sector and our community is inspiring young minds to pursue STEM careers.”

Museum President and CEO, Kim Cavendish said, “We are thrilled to launch this app that will open new avenues for our visitors to explore the Museum. We are pleased to have United Way’s continued support enabling us to create and implement STEM education programs that help students explore coding and advance their interest in science. Already, we have served 140 students from 34 public and private high schools in Broward County with this grant. This is an anchor program for our STEM Center for Education and Career Development that allows us to advance knowledge of and engagement in Science, Technology, Engineering and Math.”

The Museum’s STEM Center for Education and Career Development is a Museum initiative that seeks to prepare students for success by raising the level of STEM education, instruction and career interest and to create a science literate community by increasing awareness of and engagement in STEM.

#### **ABOUT UNITED WAY OF BROWARD COUNTY**

United Way of Broward County is a volunteer driven, community-based, non-profit organization servicing Broward County for more than 75 years. United Way of Broward County fights for the health, education and financial stability of every person in our community. United Way of Broward County is the catalyst for change and convener of partnerships that unite the hearts, minds, and resources within the Broward community. For more information, visit [www.UnitedWayBroward.org](http://www.UnitedWayBroward.org).

#### **ABOUT THE MUSEUM OF DISCOVERY AND SCIENCE**

The mission of the Museum of Discovery and Science is to provide experiential pathways to lifelong learning in science for children and adults through exhibits, programs and films. Founded in 1976 as The Discovery Center, the nonprofit facility serves approximately 400,000 visitors annually. Major operational support for the Museum is provided through generous support by Leadership Guild members including: JM Family Enterprises, Inc., Jet Blue and Wells Fargo.

The Museum is open seven days a week, 365 days a year; Monday through Saturday from 10 a.m. to 5 p.m., and Sunday from noon to 6 p.m. The Museum of Discovery and Science is located downtown at 401 SW Second Street, Fort Lauderdale, Florida 33312. For more information call 954.467.MODS (6637) or visit our web site at [www.mods.org](http://www.mods.org)

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