Space Racers

Brand Language
About Space Racers

This is the full description of the show – what it is, who it’s for, its curriculum and its characters

Space Racers is a new, original, half-hour animated series for preschoolers that follows young spaceship cadets at the Stardust Space Academy as they soar through the Solar System. Young viewers will learn about the power of scientific investigation and observation, the wonders of space exploration, and the importance of working together as a team, all with fun and engaging characters they can relate to.

The world of the Space Racers comes vividly to life in each of our 26 episodes through stunning computer-generated imagery (CGI) and actual images from NASA missions. Stories tap into children’s curiosity to discover and learn about the world around them. From illustrating basic scientific concepts to investigating asteroids to solving problems on Mars, Eagle, Robyn, and Hawk, the main characters of Space Racers, take their preschool audience on a fun-filled adventure of learning and collaboration.

Produced by Space Race, LLC, Space Racers is scheduled to premiere on U.S. public television stations in spring 2014 with Maryland Public Television as the presenting station, and will be distributed through American Public Television. Space Racers will also air internationally on broadcasters in various territories of the world.

The power of scientific investigation and observation through STEM

Space Racers is designed for preschoolers. Each half hour episode focuses on the science and technology components of the early childhood STEM (Science, Technology, Engineering, and Mathematics) curriculum, and will consist of two eleven-minute animated segments bridged by live-action interstitials that emphasize the science and space content in each episode via special do-it-yourself projects and quizzes.

The wonders of space exploration through our NASA partnership

Space Racers is science-fact, not science-fiction – everything depicted in Space Racers is based on current and developing science. We are proud to have NASA as a partner, and NASA technical advisors have evaluated every episode to ensure accuracy in the depiction of science and space technology. Additionally, many of the live-action interstitials feature NASA astronauts and scientists sharing their experiences and expertise.
The importance of working together as a team through relatable characters

*Space Racers* features spaceships Eagle, Hawk, Robyn, Starling, and Raven along with their fellow cadets and teachers at Stardust Space Academy.

Each racer exhibits distinct abilities:

- Eagle, the natural leader of the group, has unrivaled speed and agility
- Hawk touts incredible strength and a near-perfect memory
- Robyn has the sharpest mind and is the group’s scientist
- Starling is small but braver than ships twice her size
- Raven combines cunning with unrelenting competitiveness
- The wise and enigmatic Headmaster Crane guides these eager cadets on their missions

All of these characters work together and apply their unique talents to solving the challenges they face, while having fun and looking for adventures around the solar system.
Show Description

Here are various versions of different length by which you can describe the show.

- **FULL**: Space Racers is a new, original, half-hour animated series for preschoolers that follows young spaceship cadets at the Stardust Space Academy as they soar through the Solar System. Young viewers will learn about the power of scientific investigation and observation, the wonders of space exploration, and the importance of working together as a team, all with fun and engaging characters they can relate to.

- **LONG**: Space Racers is a new animated preschool television program that follows young spaceship cadets as they soar through the Solar System, learning about the power of scientific investigation and observation, the wonders of space exploration, and the importance of working together as a team.

- **MEDIUM**: Space Racers is a new animated preschool television program that follows young spaceship cadets as they soar through the Solar System, learning about the power of science, the wonders of space, and the importance of teamwork.

- **SHORT**: Space Racers is a new animated preschool television program that follows young spaceship cadets as they soar through the Solar System, learning about science, space, and teamwork.
Brief Lines

Some brief, catchy lines (taglines and character dialogue) for use in different materials.

Tagline:

● Exploring the wonders of space together!

Catchphrases:

● Rockets on a mission, we’re on our way!
● Za-Za-Zooooom!
● According to my calculations...
● I have the need for speed!
● As a wise rocket once said...
● Don’t be scared, be prepared!
Rules for Referencing NASA

Here’s how to talk about our relationship with NASA.

DO USE THE FOLLOW APPROVED TERMS:
- “Input from NASA Experts”
- NASA can be referred to as “Technical Consultants” on the project
- “Produced in collaboration with NASA Experts”
- If applicable: “The show features NSAS experts (scientists and astronauts) in live-action interstitials”
- National Aeronautics and Space Administration http://www.nasa.gov

DO NOT USE:
- The NASA Logo
- Words/terms like “endorsed” or “NASA-Approved”

Any questions regarding the use of NASA’s name in materials can be directed to:

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