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FOR IMMEDIATE RELEASE

“LAUNCH THE LAUNCH” COUNTDOWN CONTINUES
Pledges sought to fund entry in NASA satellite competition

Thornton, Colo. -- The countdown clock is ticking on OpenLuna’s \$15,000 “Launch the Launch” fundraising effort on Fundageek, the crowdfunding site for technical innovation. Supporters must make their pledges by November 4, 2012, in order to be active participants in this exciting satellite launch project.

The purpose of the “Launch the Launch” campaign is to acquire start-up funds for the organization’s entry into NASA’s Nano-Satellite Launch Challenge. The NASA contest requires participants to deliver a one- to ten-kilogram payload into Earth orbit at least two times in a single week. Contests such as the Nano-Satellite Challenge are part of an effort by NASA to increase collaboration with the private sector on space activities.

OpenLuna’s nano-satellites, currently in the design phase, are slated for launch in early February 2014. The technical team will demonstrate proof of concept with a suborbital launch in 2013.

Instead of transmitting a series of beeps back to Earth to indicate their location, the OpenLuna satellites will broadcast voice-recorded “shout-outs” from Fundageek contributors at the \$100 level and above. Higher dollar amounts will be rewarded with longer “shout-outs.”

Being able to address humanity from orbit is a rare and exciting opportunity, says OpenLuna launch team leader Debi-Lee Wilkinson. “What message to the world will you send?” she asks.

Contributors at lower levels will be rewarded with prizes and OpenLuna memberships.

OpenLuna will use the publicity from its success in the challenge to garner support and sponsorship for its greater goal: the construction of a publicly accessible base on the surface of the moon. OpenLuna believes that space belongs to all humankind, not just to a chosen few.

“OpenLuna is dedicated to making its first launch a high-profile event that will be hard to miss and that will be celebrated by all,” says Wilkinson. “We’re going to blow the doors off the nano-satellite launch contest.”

Learn more at <http://www.fundageek.com/project/detail/554/Launch-the-Launch>.

OpenLuna Foundation, Inc., is a 501(c)(3) privately funded organization whose mission is to extend humanity’s reach into space. For more information, visit openluna.org.

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