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THE ACADEMY OF NATURAL SCIENCES AND GEEKADELPHIA TEAM UP TO HOST THE FIRST PHILADELPHIA GEEK AWARDS

The Aug. 19 red-carpet affair is free and open to the public

PHILADELPHIA (August 1, 2011) – The Academy of Natural Sciences is teaming up with the popular local blog Geekadelphia to host the first Academy Awards-style ceremony celebrating the city’s “geek” scene.

The Philadelphia Geek Awards on Friday, Aug. 19, at the museum is a black-tie, red carpet affair at which 19 awards will be given to honor “outstanding achievements in Philadelphia’s vibrant geek community,” according to Eric Smith, the brainchild behind the concept and co-founder of Geekadelphia, an art and culture blog that offers “a guide to everything geek in the city of brotherly love.” Nominees were submitted online by the public in 19 categories including Best New Blog, Best New Podcast, and Best Local Viral Video. Smith plans to make the awards an annual event.

Similar to the Oscars ceremony in Hollywood, local celebrity presenters will take to the Academy’s auditorium stage to talk about the nominees, open envelopes to announce the winners, and present trophies and plaques. The Geek Awards will begin at 6:30 p.m. with a red-carpet stroll and reception, followed at 8 p.m. by the awards ceremony. The event is free, but registration is required. To register, visit <http://phillygeekawards.eventbrite.com/?ref=ecount>.

“As the nation’s oldest natural history museum, the Academy is proud to not only be considered a top cultural attraction and serious global research institution, but also a cool place for geeks, however that wonderful word is defined,” said Academy President and CEO George W. Gephart, Jr.

The Academy itself is nominated in two categories: Best New Annual Local Event and Outstanding Achievement in Appealing to Geeks in Arts and Culture, both for its popular Mega-Bad Movie Nights. But it has some strong competition from the Philadelphia Science Festival, in which the Academy was a partner, and others. For all the nominees, visit www.phillygeekawards.com.

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Founded in 1812, the Academy of Natural Sciences is America’s oldest natural history museum and a world leader in biodiversity and environmental research. For nearly 200 years, the Academy has carried out its mission to encourage and cultivate the sciences, exploring the remarkable diversity of our natural world and sharing these discoveries with the public through innovative exhibits, publications, and educational programming.

HOURS: Monday–Friday, 10 a.m.–4:30 p.m.; Saturday–Sunday, 10 a.m.–5 p.m. ADMISSION: \$12 adults; \$10 children 3-12, seniors, college students, and military personnel; free for members and children under 3. \$2 fee for Butterflies!