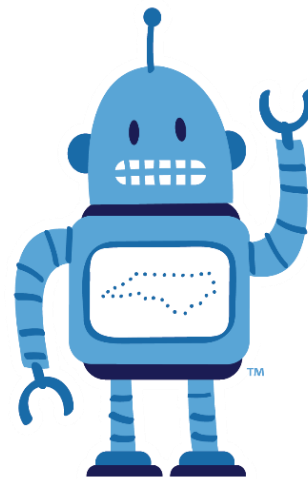




# Meet Kelvin



## 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.

You’ll find a Flat Kelvin in your Festival event host kit—hitching a ride to YOUR event!

**\*Special Note:** Kelvin is gender-neutral! We encourage you to use the “they/them” pronouns when referring to Kelvin.

Kelvin has their own page on the NCSF website. Visit Kelvin’s page to learn more about them and to download a free Kelvin coloring page: [ncsciencefestival.org/about/kelvin-spokesbot](https://ncsciencefestival.org/about/kelvin-spokesbot).

## KELVIN IS EAGER TO HELP YOU PROMOTE YOUR FESTIVAL EVENT!

Once you receive your own Kelvin, put them to work by taking photos in scenes from your event!

Remember to 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, Instagram, or Twitter\* account before your event, and explain how your visitors can take part in the event, just like Kelvin!

If you’re using Kelvin on Twitter, Facebook, or Instagram to share information about your Festival event, please use the #GoKelvinGo hashtag in your post.

## 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 — they’ll catch everyone’s attention!
- Encourage your visitors to take photos of themselves with Kelvin and post the photos to their own social media 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.
- 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 only a starting point! Feel free to use Kelvin as a promotional tool in the way that makes most sense for your event! We love hearing about Kelvin’s adventures and our partners’ successes; email us your stories and ideas at [ncscifest@unc.edu](mailto:ncscifest@unc.edu).