

FOR IMMEDIATE RELEASE

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The Upstate's Largest STEM Festival is Back with New Exhibits and Shows

GREENVILLE, SC – The 4th annual iMAGINE Upstate festival, fueled by ScanSource, will bring over 75 interactive exhibits and shows emphasizing Science, Technology, Engineering, Arts and Math (STEAM) to the streets of downtown Greenville's West End on Saturday, April 7th. The festival's purpose is to ignite the interest of Pre-K through 12th grade students in STEAM subjects by providing up-close engagement with the latest technologies and giving them exposure to high-skill industries.

"We hope the festival sparks the interest of kids and adults of all ages making science and technology cool and accessible to everyone," said Jarrod Wiggins, Board Chair for the festival. "If we can reach them early, kids will grow up more interested in STEM and more likely to pursue careers in these fields where the demand continues to grow!"

[ScanSource, Inc.](#), a leading global provider of technology products and solutions based in Greenville, has been the presenting sponsor of the event since its inception in 2015.

"It has been an honor for ScanSource to be named title sponsor of iMAGINE Upstate four consecutive years. It's so exciting to be part of one of South Carolina's largest STEM festivals, and with the rapid changes in technology today, having the ability to play a role in developing the next generation of the Upstate's leaders and innovators is crucial," said Christy Thompson, vice president of worldwide marketing at ScanSource. "This year, ScanSource is thrilled to be partnering with the Greenville Zoo for a fun, hands-on exhibit space we're calling 'STEAMFARI.' With more than 75 exhibits and local organizations, there is something for everyone and every age group at iMAGINE Upstate."

Other corporate sponsors include Bosch, BMW, Michelin North America, Fluor Corporation, Duke Energy and Piedmont Natural Gas.

“This event would not be possible without the support of our corporate partners,” said Melissa Huff, Director of iMAGINE Upstate. “Not only do they provide financial support so we can continue to offer this event free to families, but they also offer exciting exhibits that showcase the world-class STEM careers available here in the Upstate.”

iMAGINE Upstate partners with corporations, schools, and nonprofits to make science and technology come to life through hands-on exhibits and interactive stage shows. This year’s festival will bring back favorites such as high-speed drone racing, robotics competitions and extreme science shows at Fluor Field, as well as *Science of Sound* musical performances by Upstate students. The festival will also include several new exhibits this year from partners such as JTEKT/Koyo, Hubbell Lighting, ABB/Baldor and Greenville Health System.

iMAGINE Upstate STEAM Festival will be held Saturday, April 7th from 11AM – 5PM in the West End of downtown Greenville along Main Street starting at the intersection of Augusta Street and ending inside the stadium at Fluor Field. **The event is free to the public**, and free transportation via Greenlink buses and trolleys is available the day of the festival. For more information, visit iMAGINEUpstate.org or contact Melissa Huff at melissahuff@imagineupstate.org.

Quote from City of Greenville:

“iMAGINE Upstate has created a unique outdoor festival that engages the community in STEM education through hands-on learning and interactive performances and demonstrations,” said Angie Prosser, City of Greenville Public Information and Events Director. “The City’s Special Events Division is thrilled to have formed a partnership with iMAGINE Upstate to help continue to build on the success of the program and festival.”

About iMAGINE Upstate

iMAGINE Upstate fueled by ScanSource is a program of the Upstate SC STEM Collaborative and part of South Carolina’s Coalition for Mathematics & Science (SCCMS) at Clemson University. Its mission is to create meaningful experiences that promote a culture of lifelong learning and professional growth with an emphasis on science, technology, engineering, arts and mathematics (STEAM), innovation, and entrepreneurial activity in South Carolina. The iMAGINE Upstate is an annual street festival coordinated in partnership with the City of Greenville and held in early April. iMAGINE Upstate strives to be a leader in Upstate student preparedness by facilitating collaboration among industry partners, academic institutions, nonprofit organizations, and the community. For more information visit www.iMAGINEUpstate.org and follow on [Facebook](#) and [@imagineupstate](#) on Twitter. #iMAGINEif

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