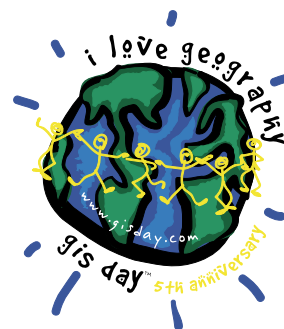


GIS DayTM 2003

Wednesday, November 19



**JOIN US AS WE
CELEBRATE GIS DAY'S
5TH ANNIVERSARY!**

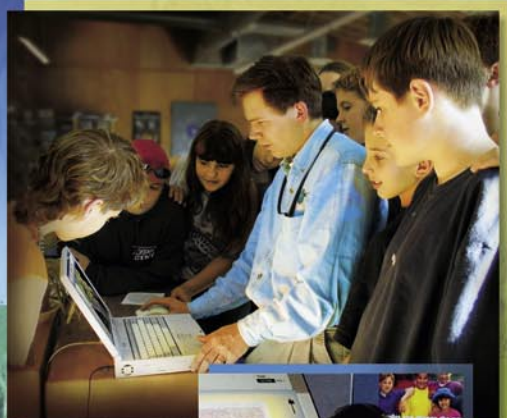
Learn more and help teach the world about geographic information system (GIS) technology and geography during the fifth annual worldwide GIS DayTM on Wednesday, November 19, 2003.

During GIS Day 2003, users of GIS will once again open their doors to schools, businesses, and the general public to showcase real-world applications of this extraordinary technology. GIS users will display posters, give demonstrations and lectures, and host other events that allow people to see and experience firsthand GIS technology and its extensive applications and benefits. Please join us as we celebrate how geography and GIS help in your community.

Held as part of the National Geographic Society's *Geography Awareness Week and Geography Action!* initiative, GIS Day is an international grassroots event intended to promote geographic literacy in schools, communities, and organizations. Last year millions of children and adults in more than 90 countries and all 50 U.S. states participated in events ranging from corporate open houses, hands-on workshops, community expos, schoolwide assemblies, GPS scavenger hunts, and more.

As the implementation of GIS technology extends its influence, it is imperative that the public learn how to use it for increased efficiency and effectiveness in their communities. Involvement in GIS Day is the perfect way to help build this necessary awareness.

**Learn How
Geography
and GIS
Technology Help
People in Your
Community**



While you are participating in GIS Day this November, why not celebrate World Town Planning Day, too? Sponsored in the United States by the American Planning Association (APA) and its professional institute, the American Institute of Certified Planners (AICP), World Town Planning Day will be celebrated in 30 countries on four continents on November 8, 2003. It is a special day to recognize and promote the role of planning in creating livable communities. This November, plan a joint GIS Day/World Town Planning Day event within your organization, school, or community! GIS technology, combined with responsible planning, can help you as a citizen contribute to a sustainable strategy for the future of your community. Visit www.planning.org/worldtown/ for more details.



Past GIS Day events have varied greatly and have connected people all over the world. One good example is last year's GIS LIVE electronic forum event. The GIS LIVE event, a dynamic interactive Internet experience, was produced by a collaboration of government agencies, educational institutions, and professional organizations throughout the state of North Carolina. The event organizers wanted to create a unique GIS experience for teachers and students everywhere in the world to share. Describing the success of the event, one thrilled event coordinator proclaimed, "It was quite a day! We brought news of the outstanding professional and educational GIS projects going on in North Carolina to two additional countries (Canada and India) and 20 states. We'll never really know how many students we reached, but if Davis Middle School with its 500 participants is any indicator, then the numbers could be huge."

One of the participating teachers summed up her GIS LIVE experience saying, "It opened up new ideas for exploration and real-life problem solving in my classroom. I had no idea students in middle school and even elementary school were doing this kind of work."

Another event took place at Moi University in Kenya and included a discussion about the use of GIS technology to manage the natural environment for sustainable development. After receiving news that he would be the lead coordinator for last year's GIS Day activities,

student Peter Ndunda exclaimed, "Good news—I have been given the responsibility of coordinating and organizing this year's GIS Day. It is one of the greatest opportunities to bring about a positive change in my community. I will give it my best!" Peter did just that, and the university's GIS Day celebration was a great success.

Governors and mayors from across the United States, as well as political figures throughout the world, are excited about the impact GIS technology has on our lives and have proclaimed GIS Day in their respective countries, states, counties, and cities. To read more success stories, view pictures from last year's events, or gather ideas for a future event, visit the GIS Day Web site at www.gisday.com/success-2002.html.

GIS Day is principally sponsored by the National Geographic Society, the Association of American Geographers (AAG), the University Consortium for Geographic Information Science (UCGIS), the Library of Congress, the U.S. Geological Survey (USGS), Sun Microsystems, Hewlett-Packard, and ESRI.

For more information, send e-mail inquiries to gisdayinfo@gisday.com.

To register your GIS Day event or to obtain GIS Day materials, please visit www.gisday.com.

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