**Key Messages for International Science Center and Science Museum Day**

**When is ISCSMD?**

* November 10, 2016

**What is ISCSMD?**

* This is the first annual ISCSMD and it was established to commemorate the World Science Day for Peace and Development. Moving forward ISCSMD will be an annual event.
* Organizations around the world can participate by offering activities that support the [17 Sustainable Development Goals](http://www.globalgoals.org/) (SDGs) declared by the United Nations.
* ISCSMD is a collaborative effort between the United Nations Educational, Scientific and Cultural Organization (UNESCO), our own Association of Science and Technology Museums (ASTC) and the International Council of Museums, through science centers, science museums and their networks worldwide.

**Why is ISCSMD important?**

* To establish awareness around the 17 Sustainable Development Goals and engage communities across the world in an effort to end poverty, protect the planet and ensure prosperity for all.
* To celebrate science centers and science museum as well as STEAM learning.

**How can you participate?**

* Visit a participating science center or science museum and take part in an activity.
* Share your visit on social media using the hash tag #ISCSMD.
* Visit <http://www.iscsmd.org/> to learn more.

**How is [Your organization name] participating on November 10?**

* [List of activities to support SDGs]