INSTRUCTIONS PAGE

PROMOTIONAL ITEM:

PRESS RELEASE ANNOUNCING YOUR UNIVERSITY'S/COLLEGE'S PARTICIPATION IN ASA DATAFEST 2015

Instructions:

Create the press release by inserting the prompted information and placing the completed release on your university or department's news release letterhead (if available) or letterhead. Then, email the release to reporters at newspapers and television and radio stations in your local community at least four days before the event. Also, send the release to the campus paper and radio station (if one). Then, follow up in the days leading to the event with calls and emails to the reporters at these news outlets to ensure they have received the release, to encourage them to drop by during the event, and to answer any questions they may have.

Also, post the press release in a prominent location on the homepage of your university, department, and/or ASA DataFest website—ideally at the top of the page so it appears on the screen when the homepage first loads.

Please note that the identity of the organization providing the data set is under embargo until the last ASA DataFest event has concluded. It is important that this information not be revealed to anyone, including journalists, until the embargo has lifted. If a journalist attends your ASA DataFest 2015 event, please tell him/her that the name of the data provider cannot be revealed until the last ASA DataFest 2015 event is completed on April 26.

NOTE: Replace all text in yellow-highlighted brackets with prompted information. Be sure to delete all the yellow-highlighted text (including the brackets) after you have added the prompted information and before you distribute the release to the media and post it online.

For assistance or answers to your questions, contact ASA Public Relations Coordinator Jeff Myers at jeffrey@amstat.org or (703) 684-1221, Ext. 1865. Also, if you wish, he will review your final release for completeness. Email the completed release to him at jeffrey@amstat.org.

STUDENTS FROM [Insert #] AREA UNIVERSITIES TO COMPETE IN UNIQUE DATA-ANALYSIS EVENT
Competitors will vie for prizes and attention of employers

[CITY, STATE, DATE, 2015]—Students from several local universities and colleges will analyze a large and complex data set and compete for prizes and the interest of employers at the 2015 ASA DataFest competition—a unique collaboration between academe, students and industry that will be held [Dates of Event, e.g., March 23-25] at [Location of Event, e.g., Gould Hall at UCLA], announces [First & Last Name of Spokesperson], [Spokesperson Title, Name of Spokesperson's School, e.g., Stanley Jones, Statistics Department Chair at Wilmot University].

DataFest is an annual competition in which teams of up to five undergraduate students work to reveal insights from a large and rich data set. This unique program takes data-analysis learning beyond the constraints normally encountered in a typical statistical science course by enabling the students to work on large data sets. Students from engineering, math, computer science, statistics, social science and other fields of study participate in the event. The event is sponsored nationally by the American Statistical Association (ASA).

The local participating schools are:

- [Insert Name of Participating School #1]
- [Insert Name of Participating School #2]
- [Insert Name of Participating School #3]
- [Insert Name of Participating School #4]
- [Insert Name of Participating School #5]
- [Insert Name of Participating School #6]

During the 48-hour event that begins Friday evening and concludes Sunday afternoon, each team competes head-to-head for prizes in categories ranging from "Best in Show," "Best Visualization" and "Best Use of External Data." Each team presents its findings to a panel of judges—comprised of graduate students, professors and representatives of the company or organization that provides the data set for the competition.

Just as important, the student-competitors will try to catch the attention of various company and organization representatives who are attending the event to offer advice to the competitors and identify students with the best quantitative and analytical skills for potential job opportunities.

"While many participants see ASA DataFest primarily as a competition, it is much more to students nearing graduation and the company reps in attendance who are seeking to recruit new statistical talent," says [Last Name of Spokesperson]. "In the relatively short history of ASA DataFest, numerous

students showcased their statistical skill during the event and simultaneously developed contacts with employers that have led to offers of full-time employment.

"Even long after ASA DataFest is completed, student-competitors who include the event on their resumes have found that potential employers are keenly interested in learning about their participation in the competition and how the ASA DataFest experience translates to the job opening for which they are interviewing," continues [Last Name of Spokesperson].

Each year, the data and the challenge are different, but the common theme of making sense of Big Data—larger and more complex than the data sets undergraduate students usually encounter in a classroom—is carried over. The data set, which consists of real-world data of current interest to the providing organization or business, is not unveiled until the start of the competition so participating students cannot prepare in advance for the event.

For the first ASA DataFest in 2011, the data consisted of 10 million arrest records spanning a five-year period provided by the Los Angeles Police Department. In 2012, the data set was provided by micro-lending site Kiva.org, and online dating service eHarmony.com provided the data in 2013. Last year, the data set was provided by GridPoint, a company that offers data-driven energy management systems that enable customers to increase energy savings, optimize facility efficiency, and promote sustainability agendas. Organizers have another large data set that will challenge 2015 ASA DataFest competitors.

ASA DataFest was first held by the Statistics Department at the University of California, Los Angeles (UCLA) in 2011 and expanded to Duke University the following year. In 2013, UCLA partnered with several nearby schools—Pomona College; the University of California, Riverside; Cal State Long Beach; and the University of Southern California—to host the competition. Meanwhile, Duke students competed along with their counterparts from North Carolina State University and the University of North Carolina at their own multi-school DataFest event. Last year, the event grew to five events held coast to coast.

This year, the ASA DataFest program is expanding again, with a total of seven competitions involving nearly 20 schools being staged around the country, including the [Insert Name of Event] here.

Local organizations or businesses are invited to support, sponsor or participate in ASA DataFest. To do so, contact [Insert First & Last Name of Contact] at [Enter Contact Office Phone # and Email Address NOTE: If the contact here is the same as the spokesperson, then insert the spokesperson's last name only here].

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For more information:

[Enter Contact First & Last Name]
Office: [Enter Contact Office Phone #]
Email: [Enter Contact Email Address]