**ASTEROID DAY TV LAUNCHES 1 JUNE KICKING OFF THE COUNTDOWN TO ASTEROID DAY 2021 30 JUNE**

LUXEMBOURG, 27 May 2021 /PRNewswire/ -- The Asteroid Foundation will launch Asteroid Day TV on 1 June 2021 with digital video content from Discovery Science, TED, IMAX, BBC, CNN, The Planetary Society, the European Space Agency (ESA), independent filmmakers and other educational content producers. The programming will cover themes such as asteroid discovery, planetary defense, space resources, asteroid exploration missions and more. Asteroid Day is an official United Nations' day of global awareness about the opportunities and challenges that asteroids present. Asteroid Day was co-founded by astrophysicist and famed musician [Dr Brian May](https://brianmay.com/brian/biog.html) of the rock group Queen; Apollo 9 Astronaut [Rusty Schweickart](https://www.space.com/42389-apollo-astronaut-rusty-schweickart-asteroid-planetary-protection.html); Filmmaker [Grig Richters](https://asteroidday.org/people/grigorij-richters/); and B612 Foundation President [Danica Remy](https://b612foundation.org/members/danica-remy/) to educate the public about the importance of asteroids in our history, the role they play in the solar system and how they could affect our future.

**Asteroid DayTV** will stream through the month of June, culminating with **Asteroid Day LIVE** on 30 June. This year's Asteroid Day LIVE theme explores 25 years of dedicated asteroid missions, highlighting the anniversary of the 1996 NEAR-Shoemaker launch, and looks to exciting future discoveries. Read more about this year's programme and see the confirmed LIVE participants on [asteroidday.org](https://asteroidday.org/). The Asteroid Day TV schedule will be updated weekly with new programme additions.



[Twitch](https://www.twitch.tv/) is Asteroid Day’s premiere online partner and will deliver Asteroid Day TV all month long via their global platform. In addition, Twitch’s science enthusiasts/educators [DeejayKnight](https://www.twitch.tv/deejayknight), [EJ\_SA](https://www.twitch.tv/ej_sa), [John “Das” Galloway](http://twitch.tv/dasvaldez), [Dr Pamela Gay and the CosmoQuest crew](http://twitch.tv/CosmoQuestX), [Scott Manley](https://www.twitch.tv/szyzyg), [Skylias](https://www.twitch.tv/skylias), and others will host special live streams on Twitch during the month leading up to Asteroid Day on 30 June. The public can follow all these channels on Twitch to be notified of upcoming programs during June.

Asteroid Day’s Luxembourg-based partners Broadcasting Center Europe (BCE) and SES, the leader in global content connectivity solutions, will make Asteroid Day TV available for millions to tune in via SES satellite.

For more details on how to watch Asteroid Day TV, visit <https://asteroidday.org/asteroid-day-tv/#how-to-watch>

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[About Asteroid Day](https://asteroidday.org/):

Asteroid Day is held on 30 June each year to mark the date of Earth’s largest asteroid impact in recorded history, the Siberia Tunguska event. Asteroid Day was co-founded by astrophysicist and famed musician [Dr Brian May](https://brianmay.com/brian/biog.html) of the rock group Queen; Apollo 9 Astronaut [Rusty Schweickart](https://www.space.com/42389-apollo-astronaut-rusty-schweickart-asteroid-planetary-protection.html); Filmmaker [Grig Richters](https://asteroidday.org/people/grigorij-richters/); and B612 Foundation President [Danica Remy](https://b612foundation.org/members/danica-remy/), to educate the public about the importance of asteroids in our history, and the role they play in the solar system. In 2016, prompted by the leadership of the Association of Space Explorers (ASE), the United Nations declared Asteroid Day to be a global day of education to raise awareness and promote knowledge in the general public about asteroids. [Thousands](https://asteroidday.org/events/?tribe_eventcategory=2&tribe_event_display=past) of independently-organised events have taken place around the globe, encompassing 125 of the world’s 195 countries.

Asteroid Day is been made possible thanks to partnerships with the [Association of Space Explorers (ASE)](http://www.space-explorers.org/), [Broadcasting Center Europe (BCE)](http://www.bce.lu/), [B612 Foundation](http://b612foundation.org/), the [European Space Agency (ESA)](https://www.esa.int/), [OHB Systems](https://www.ohb-system.de/main-company.html), [Luxembourg Chamber of Commerce](https://www.cc.lu/accueil/), [Luxembourg Space Agency (LSA)](https://space-agency.public.lu/), [The Planetary Society](https://www.planetary.org/), [SES](https://www.ses.com/) and [Twitch](https://www.twitch.tv/). Asteroid Day, Asteroid Day LIVE, Asteroid Day TV and SpaceConnectsUs are all programmes of [Asteroid Foundation,](https://asteroidfoundation.org/) a Luxembourg based non-profit.

**Join in the Asteroid Day conversation on Social Media!**

* Hashtags: #AsteroidDay #AsteroidDayLIVE #AsteroidDayTV #Luxembourg
* Website: [AsteroidDay.org](https://asteroidday.org/)
* Twitter: @asteroidday
* Twitch: [https://www.twitch.tv/asteroidday](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmailtrack.io%2Ftrace%2Flink%2F1d926b0f0225d8d6f1aaf37b8e2c65cf27e96e7d%3Furl%3Dhttps%253A%252F%252Fwww.twitch.tv%252Fasteroidday%26userId%3D4556005%26signature%3Dc0f42b21933a2918&data=02%7C01%7CXavier_Thillen%40bce.lu%7Ccc06a2ef67694e526c3208d800e6def1%7C8d237650cdc140e1899c5601e055f3fe%7C0%7C0%7C637260338879534761&sdata=%2FqFrlYendkwVMa4TJc6XrHrp0YCsj2OD9oWzLZKOP%2Bc%3D&reserved=0)
* Facebook: [www.facebook.com/AsteroidDay](http://www.facebook.com/AsteroidDay)
* YouTube: [www.youtube.com/user/asteroidday](https://www.youtube.com/user/asteroidday)
* Instagram: <https://www.instagram.com/asteroidday>

**A Media Kit** including quotes, photos, video and B-Roll video is available in the [Asteroid Day Newsroom.](https://asteroidday.org/resources/asteroid-day-press-kit/) Photos from previous Asteroid Day events in Luxembourg are available on [Flickr](https://www.flickr.com/photos/182871239@N02/albums).

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**Asteroid Day TV - SES Broadcast Connection Details:**

**Europe/Middle East**

Service Name: Asteroid Day 2021 HD

Service ID: 5711

Transponder: 1.068

Satellite: Astra 1M

Orbital Pos: 19.2 East

Downlink Frequency: 11778.00 MHz

Polarization: Vertical

Modulation: DVB-S2 QPSK

FEC: 9/10

SR: 29.5 MSym/s

**About Asteroid Foundation:**

Asteroid Foundation was formed in 2017 with a mission to promote worldwide awareness of asteroid opportunities and challenges, and the emerging space economy. The Asteroid Foundation undertakes programmes and activities to support scientists, engineers and students around the world providing free educational tools, newsletters, original articles and resources year round. Annually, the Foundation organizes events surrounding International Asteroid Day, a United Nations recognized day of education and awareness observed on 30 June. Visit their [Flickr](https://www.flickr.com/photos/182871239@N02/albums) account to see pictures from previous events. <https://asteroidfoundation.org/>

**About Association of Space Explorers**

Founded in 1985, the Association of Space Explorers (ASE) is an international nonprofit 510c3 professional and educational organization of more than 400 flown astronauts and cosmonauts from 38 nations. ASE’s Committee on Near Earth Objects (NEO), chaired by astronaut Tom Jones, works to promote global awareness of the asteroid impact threat. ASE delivers subject matter expertise and the astronaut perspective on key topics related to NEOs, including developments in planetary defense, advancements in NEO discovery and characterization, and impactor mitigation campaign design. ASE NEO Committee members also support the bi-annual IAA Planetary Defence Conference and the annual Asteroid Day event in Luxembourg.

<https://www.space-explorers.org/>

**About B612 Foundation**

B612 is dedicated to protecting Earth from asteroid impacts. It does this by driving forward science and technologies needed to protect the Earth from asteroid impacts through the Asteroid Institute. It educates the public, the scientific community, and world governments about asteroids through programs such as Asteroid Day. Since the organization’s inception in 2002, its work has been carried out entirely through the support of private donors. What started in 2002 as a visionary idea to develop the technology to deflect an asteroid has grown into a world-renowned organization and scientific institute with a key role in the emerging field of planetary defense. [www.b612foundation.org](http://www.b612foundation.org)

**About Broadcasting Center Europe (BCE)**

Broadcasting Center Europe (BCE) is a European leader in media services, system integration and software development in the areas of television, online video, streaming, radio, production and postproduction, telecommunication and IT. With its extensive experience on the media market, our team provides high-quality services and will always find the solution that matches your project and budget. With more than 200 highly qualified and motivated people, BCE serves about 400 clients in various sectors, such as TV channels, radio stations, film distributors, producers, advertising companies, sports federations, fashion, events, institutions and telecommunications operators.

[www.bce.lu](http://www.bce.lu/)

**About the European Space Agency (ESA)**

The European Space Agency (ESA) is Europe’s gateway to space. ESA is an intergovernmental organisation, created in 1975, with the mission to shape the development of Europe’s space capability and ensure that investment in space delivers benefits to the citizens of Europe and the world. ESA has 22 Member States. ESA's programmes are designed to find out more about Earth, its immediate space environment, our Solar System and the Universe, as well as to develop satellite-based technologies and services, and to promote European industries. By coordinating the financial and intellectual resources of its members, ESA can undertake programmes and activities far beyond the scope of any single European country. It is working in particular with the EU on implementing the Galileo and Copernicus programmes as well as with Eumetsat for the development of meteorological missions.. <http://www.esa.int>

**About Luxembourg Chamber of Commerce**

The main role of the Chamber of Commerce is to protect and promote the interests of businesses and the economy of Luxembourg. To enable it to fulfil this mandate, it has been granted the status of a public establishment, which comes with some significant prerogatives. Since membership of professional businesses is mandatory in Luxembourg, the Chamber of Commerce has high rates of affiliation, with 90,000 member companies, corresponding to 75% of the country’s total salaried employment and 80% of Luxembourg’s GDP, making it the biggest employers’ group in the country. It represents all businesses in Luxembourg except those in the artisanal and agricultural sectors.

The Chamber of Commerce implements projects and infrastructures for sustainable and prosperous economic development and therefore consists of several entities, such as:

**House of Entrepreneurship**

Launched in 2016 by the Chamber of Commerce and the Ministry of the Economy as a single point of contact for existing and new entrepreneurs, the House of Entrepreneurship offers a wide range of services.

**House of Startups**

Innovation hubs, incubators, business accelerators and startup consulting services are all under one roof at the House of Startups (HoST), launched by the Luxembourg Chamber of Commerce in 2018. Several major hubs are already in place: the Luxembourg House of Financial Technology (LHoFT), the newly created Luxembourg-City Incubator (LCI), initiated by the Chamber of Commerce in cooperation with the City of Luxembourg, Groupe Crédit Agricole’s international incubator, and the International Climate Finance Accelerator (ICFA).

**House of Training**

Launched in 2015 by the Chamber of Commerce and the Luxembourg Bankers’ Association (ABBL), the House of Training trains thousands of people in a variety of fields such as banking and finance, entrepreneurship and management, law, industry marketing, human resources and many more.

[https://www.cc.lu](https://www.cc.lu/)

**About Luxembourg Space Agency**

Luxembourg Space Agency (LSA) develops the space sector in Luxembourg by fostering new and existing companies, developing human resources, facilitating access to funding and supporting academic research. The agency implements the national space economic development strategy, manages national space research and development programs and leads the SpaceResources.lu initiative. Furthermore, the LSA represents Luxembourg within the European Space Agency and space-related programs of the European Union and the United Nations. <https://space-agency.public.lu/>

**About OHB Systems**

OHB Systems is a European multinational technology corporation, headquartered in Bremen, Germany. They are and have been one of the leading companies in Europe's space sector for the past 35 years, particularly in their core business comprising low-orbiting and geostationary satellites. They have been developing and executing some of the key projects of our times such as the Galileo navigation satellites, the SARah reconnaissance system, the MTG meteorological satellites, the EnMAP environment satellite, the TET-1 technology testing vehicle and the Hispasat H36W-1, ELECTRA and EDRS-C telecommunications satellites. [https://www.ohb-system.de/](https://www.ohb-system.de/main-company.html)

**About The Planetary Society**

The Planetary Society is a non profit organization with the mission of empowering the world’s citizens to advance space science and exploration. They introduce people to the wonders of the cosmos, bridging the gap between the scientific community and the general public to inspire and educate people from all walks of life, and they give every citizen of the planet the opportunity to make their voices heard in government and effect real change in support of space exploration. <https://www.planetary.org/>

**About SES**

SES is a Luxembourgish satellite and terrestrial telecommunications network provider supplying video and data connectivity worldwide to broadcasters, content and internet service providers, mobile and fixed network operators, governments and institutions. With over 70 satellites in two different orbits, they combine a vast, intelligent network of satellites and ground infrastructure with industry-leading expertise to manage and deliver high-performance video and data solutions virtually everywhere on the planet. <https://www.ses.com/>

**About Twitch TV**

Introduced in June 2011, Twitch TV is an American video live streaming service that focuses on video game live streaming, including broadcasts of esports competitions. In addition, it offers music broadcasts, creative content, and more recently, "in real life" streams. <https://www.twitch.tv/>