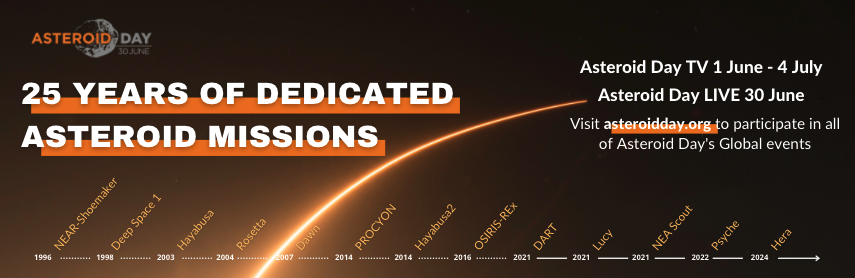
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**WHAT IS ASTEROID DAY?**

[Asteroid Day](https://asteroidday.org/) 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://asteroidday.org/people/dr-brian-may/) of the rock group Queen, Apollo 9 astronaut [Rusty Schweickart](https://asteroidday.org/people/rusty-schweickart/), filmmaker [Grig Richters](https://asteroidday.org/people/grigorij-richters/), and B612 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, with 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. Major events in past years have taken place in London, San Francisco, Washington, DC, Tanzania, Milan and Rimini, Italy; Garching, Germany; and Rio de Janeiro, Brazil; in addition to [thousands of events worldwide](https://asteroidday.org/events/?tribe_eventcategory=2&tribe_event_display=past). Asteroid Day’s core programs comprise Asteroid Day TV and Asteroid Day LIVE. Over the past six years, Asteroid Day has evolved to include the participation of major space organizations such as ESA, NASA, JAXA, Roscosmos and ISRO, as well as prominent scientists, astronomers, educators and media worldwide. Asteroid Day is a programme of the Luxembourg-based nonprofit Asteroid Foundation.

Asteroid Day is made possible thanks to the support and partnership of the [Association of Space Explorers](http://www.space-explorers.org/), [Broadcasting Center Europe (BCE)](http://www.bce.lu/), the [B612 Foundation](http://b612foundation.org/), [SES](https://www.ses.com/), the [European Space Agency](https://www.esa.int/), [Euro-Composites](https://www.euro-composites.com/en/), [OHB Systems](https://www.ohb-system.de/main-company.html), the [Luxembourg Chamber of Commerce](https://www.cc.lu/accueil/), the [Luxembourg Space Agency](https://space-agency.public.lu/) and [Twitch](https://www.twitch.tv/). Asteroid Day global programs, including Asteroid Day *LIVE*, are programs of the [Asteroid Foundation](https://asteroidday.org/about/our-team/#hash_filters=foundation-board), a Luxembourg-based nonprofit organization.

**100X DECLARATION**

A declaration calling for a 100 times increase in the awareness and tracking of asteroids. Read the full declaration [here](https://asteroidday.org/about/asteroid-day-100x-declaration/).

Signers of the 100X Declaration number more than 200 leaders in Business, Aerospace, Science and government, and more than 5000 concerned citizens.

* **Science:** Richard Dawkins, Jane Luu, Helen Sharman, Jill Tarter, Brian Cox, Lord Martin Rees, Astronomer Royal of the UK and the late Stephen Hawking
* **Astronauts:** Tom Jones, Chris Hadfield, Ed Lu
* **Entertainment:** Terry Gilliam, Stephen Fry, Peter Gabriel, Brian May, Broken Bells, Will Wright, David Braben
* **Business**:, Shervin Pishevar, Steve Jurvetson, Jeffrey Baehr, Anousheh Ansari, Alan Eustace, Chris Anderson, Sasha Galitsky, Amin Badr-El-Din

**See a full listing of signers of the 100X Declaration** [**here**](https://asteroidday.org/about/our-team/#hash_filters=100x-declaration-signatories)**.**

**QUICK LINKS**

**Website:** [AsteroidDay.org](https://asteroidday.org/)

**Media Resources:**<https://asteroidday.org/resources/asteroid-day-press-room/>

**Video**: <https://drive.google.com/drive/u/2/folders/0B26qPfEwFxyCdDZINXgyQ21EUUE>

**Additional Photos::** <https://drive.google.com/open?id=0B26qPfEwFxyCaXV0MURZMHJ5Qk0>

**KEY MESSAGES**

**What is Asteroid Day?**

* Asteroid Day is a UN sanctioned global day of education to raise awareness about asteroids
* Asteroid Day is held each year on June 30, the anniversary of the largest asteroid impact of Earth in recent history (Tunguska, Siberia, June 30, 1908)
* Asteroid Day reminds us that we are citizens of the universe (the crew of ‘Spaceship Earth’) and stewards of our planet, and it is our responsibility to learn about asteroids.

**Asteroid Facts**

* Asteroids are rocky objects, left over from the formation of planets in our solar system. Like planets, asteroids orbit the Sun.While most asteroids are contained in the Asteroid Belt between Mars and Jupiter, some cross Earth’s orbit and these pose a risk that our planet could be struck by one.
* We need to accelerate the rate of asteroid discovery by funding space telescopes and other tools and technologies to find asteroids.
* Asteroids can pose a risk to the earth, although the threat is low in any one year, the consequences can be serious. There are over a million asteroids we haven’t identified which could pose a threat.

**Who Supports Asteroid Day?**

* Asteroid Day is supported by international organizations; government agencies; local communities, and leaders in science; technology; education; business and entertainment.
* Major sponsors of Asteroid Day have included the Government of Luxembourg, [B612](http://b612foundation.org) Foundation, Broadcasting Centre Europe (BCE), SES, OHB and Tomorrow Street, a joint venture of Vodaphone and Technoport. Asteroid Day is a program of the Asteroid Foundation, a Luxembourg-based nonprofit organization.
* Media partners have included Discovery Communications, Astronomy Magazine

**Who attends Asteroid Day events and where?**

* What makes Asteroid Day so successful are the volunteers and hosts of global events held around the world in more than 190 countries. To date we have 125 regional coordinators across the globe and thousands of other independent organizers.
* Participants in Asteroid Day include people of all ages, from scientists, technologists, community leaders to students - anyone interested in learning about asteroids, the opportunity the present and helping to protect our planet from dangerous impacts.
* Our goal for 30 June 2021 is to support COVID independent events around the world.
* In 2021, Asteroid Day TV will stream on TwitchTV starting on 1, June for more than 30+ days. It will show programming related to the scientific investigation of asteroids, fun space and science facts, stories from astronauts and planetary defence.

**What is *Asteroid Day LIVE* and How Can I Watch?**

On 30 June asteroids are the focus of a conversation shared around the world on the global Asteroid Day LIVE broadcast. [***Asteroid Day LIVE***](http://asteroidday.org/live)***,*** *is* produced by the Asteroid Foundation with the help of its sponsors. The programming will feature prominent scientists, asteroid experts, famed astronauts, technologists, government space leaders, and researchers in planetary science.



**UN DECLARATION OF ASTEROID DAY**

In 2016, two years after Asteroid Day was launched, the [United Nations General Assembly](http://www.unoosa.org/oosa/en/informationfor/media/2016-unis-os-478.html) recognized Asteroid Day as an official UN event and declared it to be held internationally each year on June 30, the anniversary of the largest asteroid impact in recent history, the 1908 Tunguska impact. It is a day of education and awareness about planetary science. The UN resolution invites all United Nations Member States, organizations of the United Nations system, other international and regional organizations, as well as civil society, including non-governmental organizations and individuals to observe International Asteroid Day.



*Asteroid Day 2017: Asteroid Day co-founders Danica Remy (left) and Grig Richters (right) with Etienne Schneider (centre) then Luxembourg’s Deputy Prime Minister and Minister of the Economy at the announcing that Asteroid Day was making it global headquarters in Luxembourg. Photo by: Max Alexander*

**ROLE OF THE LUXEMBOURG GOVERNMENT**

Luxembourg aims to contribute to the peaceful exploration and sustainable utilization of resources from celestial bodies through the framework of the [SpaceResources.lu](http://www.spaceresources.public.lu/en/index.html) initiative. While asteroids might be seen as a threat to our planet, they are a tremendous opportunity. Indeed, the use of space resources, both on earth and in space, holds great potential for future technological innovation, economic activity and growth with a promise of ecological and social benefits for humanity. To ensure that this vision becomes a reality, we have to increase our knowledge and understanding of asteroids and Near Earth Objects.

**STRATEGIC ASTEROID DAY SPONSORS**

  
  
BCE is a European leader in media services, system integration and software development in the areas of television, 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 personnel, BCE serves about 400 clients in various sectors, such as TV channels, radio stations, film distributors, producers, advertising companies, telecommunications operators and public services. Further information available at: [www.bce.lu](http://www.bce.lu/)



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)



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. Further information available at: [www.spaceresources.public.lu/en](http://www.spaceresources.public.lu/en)

**APPROVED ASTEROID DAY QUOTES**

**Note to Media: Asteroid Day Expert Panel members are profiled on the Asteroid Day website:****[https://asteroidday.org/about/our-team/#hash\_filters=asteroid-day-expert-panel](http://asteroidday.org/asteroid-day-expert-panel/)**

**Asteroid Day co-founders Brian May (Queen guitarist, astrophysicist), Danica Remy (President of B612), Grig Richters (Filmmaker) and Rusty Schweickart (Apollo 9 astronaut):** "Today the United Nations General Assembly has officially declared June 30 as the International Asteroid Day. We founded the annual event in 2014 to raise awareness of asteroids and the opportunity to learn about their role in our solar system. We hope you will join us."

**Dr. Brian May, astrophysicist, guitarist and songwriter for QUEEN; Co-Founder, Asteroid Day.** “Asteroid Day was created to encourage the public and governments to learn more about asteroids, the origin of our Solar System, and to support the resources necessary to find and deflect asteroids ”

“We have all seen how unprepared the human race was, faced with a pandemic. The threat of an asteroid strike is just as real. The consequences could be just as catastrophic. We regard it as our duty to make sure we are prepared to deal with the consequences of such a strike, on an international level, and also to do our utmost to learn how to prevent such a disaster, by finding and deflecting potentially lethal impactors. That is what Asteroid Day is all about.”

**Ed Lu, three time NASA astronaut; CEO of B612. Ed co-invented the Gravity Tractor, a proposed technique for asteroid deflection**: "The United Nations declaration of Asteroid Day is a testament to the importance of the international work by scientists and engineers around the world to improve our knowledge and detection of asteroids. If we do our job properly, we should have total awareness of the trajectory of all asteroids in the solar system.”

**Dorin Prunariu, Romanian astronaut:** “Asteroid Day is an annual event to inform and educate the general public on asteroids and the activities that are undertaken in connection with asteroids to improve our knowledge. Recognition of this event by the UN General Assembly on the proposal of ASE comes as a natural and necessary consequence that complements other initiatives related to NEO taken by the UN and by other national and international organizations.”

**Etienne Schneider, Former Deputy Prime Minister of Luxembourg:** “We are delighted to see the United Nations join in promoting awareness of asteroids as an opportunity for mankind and for future peaceful exploration.”

**Fraz Fayot, Minister of the Economy, Luxembourg:** “Asteroid Day is an important rendezvous for all actors in the space sector and something hugely important for Luxembourg.”

**Carlo Thelen, CEO, Luxembourg Chamber of Commerce:** “Asteroid Day has quickly become the most important awareness raising and educational programme about asteroids in the world. That’s quite an achievement and hence we are very proud that the Asteroid Foundation, which is organizing the worldwide Asteroid Day chose Luxembourg for its headquarters.”

**Rusty Schweickart, Apollo 9 Astronaut; Co-Founder, Asteroid Day:** “If we can track the trajectories of asteroids and monitor their movement in our solar system , then we can know if they are on a path to impact Earth,” said “If we find them early enough, we can move them out of Earth’s orbit.”

**Tim Peake, British astronaut:** “All the best for Asteroid Day. We only have one Earth so let’s do all we can to protect it.”

**Lord Martin Rees, Astronomer Royal, UK:** “The ancients were correct in their belief that the heavens and the motion of astronomical bodies affect life on Earth - just not in the way they imagined. Sometimes those heavenly bodies run into Earth. This is why we must make it our mission to find an asteroid.”

**Jean-François Clervoy, French astronaut:**

Each asteroid is a natural individual spaceship, unmanned as far as we know. They fly in formation or on their own. Their composition can vary from one to another. They are exciting subjects for many science disciplines such as math, chemistry, biology, geology, cosmology, etc. but also for developing a human interplanetary culture and philosophy. Asteroids invents new shapes, new trajectory curves, new crater geometries. They force us to reflect on our meaning of life. They are potential destinations we can see, touch and visit. They are just cosmic pieces or art which deserve our fascination.

**Rakesh Sharma, Research Cosmonaut , India:** "While the Moon, Mars and other planets in our solar system are always there, we have many asteroids that pass by the windows of our world while on their celestial wanderings. They are treasure troves of scientific information and we need to intercept, harness and study them with a view to learn about origins of our life and other exotic materials that may be embedded in them. There is much undiscovered and less understood knowledge flying past us, just awaiting our attention."

**Chris Hadfield, Canadian Astronaut**: ‘The Earth gets hit by about 40 tons of small asteroids and their dust each day. But occasionally there is a big one that causes havoc, and we need to do what makes sense, together, to be ready.‘

**Tom Jones, Scientist, Author, Pilot and Veteran NASA Astronaut with four Shuttle missions and three spacewalks:** “Asteroid Day is a great opportunity to invite the public to learn more about near-Earth asteroids, and to invite their support of international efforts. We study asteroids both to protect the Earth and to protect valuable resources for future exploration toward Mars.”

“On Asteroid Day, we share the latest information on the search for near-Earth asteroids that might pose a threat to our planet, and discuss the space technologies we might apply together to help prevent a cosmic disaster. I’m especially interested in the joint NASA-ESA programs DART and HERA to demonstrate how we can deflect a near-Earth object.”

**Dante Lauretta, Professor of Planetary Science, University of Arizona:** “Asteroid represents humanity’s growing awareness of the opportunities that exist in near-Earth space. Our future depends on our ability to identify, characterize, and ultimately travel to these asteroids.”

**Peter Brown, Professor, University of Western Ontario:** “Asteroid Day reminds us we are literally connected with the rest of the Universe. Earth is not an isolated System.”

**Mark Boslough, Technologist, Sandia National Labs:** “We need to study asteroids because they are scientifically interesting, potential resources, and exciting objects for space exploration.”

**Sigrid Close, Assistant Professor of Astronautics, Stanford University:** “By studying asteroids, we can understand how hypervelocity objects ablate, ionize and form plasma that then interacts and influences the background atmosphere and ionosphere.”

**Eric Christensen, Director, Catalina Sky Survey:** “Studying asteroids allows us to look both backward and forward in time; they inform our understanding of the birth and evolution of the Solar System, and potential future impacts present an incentive to catalog and characterize the risk they pose to human populations.”

**Patrick Michel, Lead Researcher, CNRS:** “Considered the building blocks of our planets, asteroids provide us with tantalizing glimpses of the earliest nature of our solar system. Moreover, asteroid collisions have to be seen as representing an important threat against human efforts in space, which in an extreme case, could even lead to the destruction of our biosphere. Thus, asteroids matter much to scientists, to explorers, and to the future of humanity.”

**Christian Koeberl, Deputy Head, Department of Lithospheric Research, University of Vienna:** “Asteroids (and their messenger to Earth, the meteorites) are witnesses of the origin of the solar system and tell us about physical and chemical processes at that time. Asteroid Day helps to educate us about impacts on Earth and elsewhere and their scientific importance.”

**Lynne Jones, Research Associate, LSST:** “Asteroids are remnants of the planet formation processes in our Solar System and by studying their orbital distribution and chemical composition, we can learn about how planets formed and evolved over the history of the Solar System.

**Marc Scheper, Head of Space Transportation, Robotic Missions and Exploration, OHB:** “Asteroid Day rightly demands that asteroids must be discovered since they pose a risk to our planet from time to time. The combination of NASA’s deflection mission DART and ESA’s mission HERA allows us to find out how asteroid deflection works and, at the same time, learn a more about these celestial bodies. I am proud that OHB is the designated industrial prime for the Hera mission.”

**Ruy Pinto, Chief Technology Officer, SES:**

“Space and science have been an endless source of inspiration for SES! This is one of the reasons why we and our partners continue to do extraordinary things in space to deliver amazing experiences everywhere on earth. Through satellite broadcasting, we are able to reach millions of TV households and this enables us to unite people around science, space, and technology topics.”

“At SES, we value technology as a tool to positively impact and transform lives. We are proud to be a partner in this global awareness campaign to learn about asteroids, both the impact hazards they may pose and the resources they may one day yield. By leveraging multiple satellites, we are using the power of our global reach to deliver this important programming to millions of TV homes.”

**Marc Serres**[**,**](https://en.wikipedia.org/wiki/Etienne_Schneider) **CEO Luxembourg Space Agency:**

“Luxembourg is proud to be the global headquarters for Asteroid Day and to aid in inspiring countries around the world to participate in this United Nations Day of education and awareness.”

“The valuable expertise of SES and BCE play a central role in making Asteroid Day an international success and enabling us to have a global conversation about space, space resources, and asteroids in these COVID-19 times.”

**Quotes in Spanish, Hebrew, German, French and Italian**

**German astronaut Alexander Gerst (German):** "Wird ein Asteroid wieder die Erde treffen? Die Frage ist nicht "ob?", sondern "wann?". Eine andere Frage lautet: Werden wir dann in der Lage sein, uns davor zu schützen? Diese Frage kann die Raumfahrt auch beantworten."

**Alan Harris, German Aerospace Center (DLR) Senior Scientist and NEOShield Project Coordinator (German):** “Aktuell sind erst annähernd 15000 erdnahe Objekte (near-Earth objects: NEO; Asteroiden und Kometen) entdeckt worden und jeden Tag werden circa 4 weitere gefunden. Während wir ungefähr wissen wie viele Objekte pro Größenklasse sich in erdnahen Umlaufbahnen bewegen wissen wir bisher nur sehr wenig über ihre physikalische Eigenschaften, wie ihre Zusammensetzung, ihre Dichte oder Struktur. Befristete Projekte wie NEOShield-2 helfen uns zu verstehen wie wir einen Asteroiden optimal ablenken können aber wir müssen immer noch viel mehr lernen, nicht nur über NEOs im Allgemeinen sondern auch über die technische Machbarkeit von Abwehrmethoden und deren Leistungsfähigkeit. Kurz gesagt: wir brauchen eine langfristige, international koordinierte Strategie zum Schutz der Menschen und zur Abwehr von Einschlägen erdnaher Objekte auf der Erde.”

**US astronaut Garrett Reisman and first Jewish crewmember on the ISS (Hebrew):**

“שלום ובוקר טוב

אני גארט רייסמן , לשעבר אסטרונאוט בנאסא וחבר הצוות היהודי הראשון על תחנת החלל הבינלאומית .

אני שמח להצטרף אליכם באמצעות ההודעה הזו ואני נרגש מאוד מהתפשטות יום האסטרואיד בעולם ואני ממש שמח שלכולכם בישראל כלכך אכפת מהנושא הזה ואתם מוכנים להתערב ולעזור לנו להגן על הכוכב השברירי שלנו.

האו"ם הכריז זה עתה על ה 30 ביוני כיום האסטרואיד הבינלאומי , יום המודעות לאסטרואידים ולסכנה שהם מהווים לאנושות ולהגנה על כדור הארץ.

זה נהדר שגם ישראל מציינת את היום הזה יחד עם כולנו בכל העולם.

אז הצטרפו אלינו ב 30 ביוני וקחו חלק ביום האסטרואיד בישראל.

שוב שלום ואני מקווה לראות את כולכם בישראל בקרוב מאוד.

ביי ביי

**Spanish astronaut Pedro Duque (Spanish):** “Todos los astronautas estamos concienciados del riesgo de impacto de la Tierra con asteroides. Por eso nuestra Asociación de Exploradores del espacio apoya decididamente el desarrollo de tecnologías operacionales para poderlos detectar y desviar. Es para mí una gran satisfacción ver como el día de hoy la Asamblea General de las Naciones Unidas ha declarado el 30 de Junio como "Día Internacional del Asteroide", reconociendo el valor del evento anual de concienciación de la sociedad que venimos celebrando desde 2014.”

**Italian astronaut Luca Parmitano (Italian):** “La minaccia da parte degli asteroidi è un problema internazionale che dovrebbe essere affrontato globalmente, interessando ad ogni livello tutte le nazioni coinvolte nell’avventura spaziale: dalle istituzioni educative ai centri di ricerca e alle agenzie spaziali.”