



June 10, 2014

Contact: Lindsay Aleshire, makerfaireatl.press@gmail.com

2014 MAKER FAIRE ATLANTA BRINGS POWER RACING SERIES TO GEORGIA FOR FIRST TIME

Power Racing Series will take place during the Fourth Annual Maker Faire Atlanta on Oct. 4 And 5, 2014

Power Wheels and Little Tikes aren't just for kids anymore. These toy cars are transformed into lean, mean racing machines for the Power Racing Series, a competition to see who can build and race the fastest, craziest, coolest toy race car. Maker Faire Atlanta announced last week that the [Power Racing Series](#) will make its debut appearance in Georgia at Maker Faire Atlanta on Oct. 4 and 5, 2014.

The Power Racing Series is a racing competition that turns engineering into entertainment. Teams build electronically-powered racing vehicles out of children's toys within a \$500 budget and compete for glory, trophies and bragging rights. The event will include several races over a two-day period on a course in Downtown Decatur. Entrants are judged on a combination of speed and moxie. Although a trophy is awarded for fastest race time, the real coveted trophy is the Moxie Cup, given to the team that garners the most crowd support. To achieve this, teams will dress up in crazy costumes, deck out their vehicles and even entertain spectators with ridiculous antics and skits to win the audience's favor.

The Power Racing Series is ultimately about building something and having fun while doing it. The race, the end result of months of teams' hard work, scheming and careful engineering, is sure to provide thrills and hilarity as adults squeeze themselves into toy cars and go for the gold. The Power Racing Series will be just one exciting part of the two-day Maker Faire Atlanta featuring other feats of engineering, homesteading, robotics and green tech.

To participate in the race, read the rules and register your vehicle by visiting the Power Racing Series [website](#).

About Maker Faire Atlanta

Maker Faire Atlanta will take place on Oct. 4 and 5, 2014 in the Downtown Decatur Square. The goal of the event is to bring together creators, innovators, tinkerers, hobbyists and amateur enthusiasts to learn, share, experiment and expand upon a

great tradition of making in the South. This free, all-ages weekend highlights “Makers” from Atlanta and all over the U.S. who range from tech enthusiasts and crafters to homesteaders and backyard scientists. Last year’s Faire hosted more than 125 Makers who shared their inventions, creations and ideas in a hands-on learning environment and saw attendance of more than 10,000 people.

Part of the mission of the Maker Faire is to educate the next generation of innovators by giving kids increased access to design tools and resources. With renewed emphasis on STEAM (Science, Technology, Arts, Engineering and Mathematics) learning in schools and after-school programs all over the country, the Maker Movement provides the perfect framework and support system for continued involvement in project-based, experimental learning.

For more information about Maker Faire Atlanta, how to be a featured Maker at the Faire, or how to volunteer, visit the event website <http://makerfaireatl.com/> or contact makerfaireatl@gmail.com. Call for entries will open on May 19, 2014.

About Maker Faire

[Maker Faire](#) is the Greatest Show (and Tell) on Earth—a family-friendly showcase of invention, creativity and resourcefulness, and a celebration of the Maker Movement. It’s a place where people show what they are making, and share what they are learning.

The original Maker Faire event was held in San Mateo, CA and in 2013 celebrated its eighth annual show with some 900 makers and 120,000 people in attendance. World Maker Faire New York, the other flagship event, has grown in three years to 500+ makers and 55,000 attendees. Detroit, Kansas City, Newcastle (UK), Rome, Shenzhen, Oslo, Tokyo, Silver Spring, Milwaukee and Atlanta are the home of “featured” 2014 Maker Faires, and community-driven, independently organized Mini Maker Faires are now being produced [around the United States and the world](#).

About MAKE Magazine

[MAKE](#) is the first magazine devoted entirely to Do-It-Yourself (DIY) technology projects. MAKE unites, inspires, informs, and entertains a growing community of resourceful people who undertake amazing projects in their backyards, basements, and garages. MAKE celebrates your right to tweak, hack, and bend any technology to your will.

###