



For Immediate Release

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## **Celebrate Mathematics Awareness Month with the launch of a new book making us aware of the amazing mathematics hidden in everyday life**

Mathematics Awareness Month (MAM), held each year in April, was created to increase public understanding of and appreciation for mathematics. It began in 1986, when President Reagan issued a proclamation establishing National Mathematics Awareness Week. Activities for Mathematics Awareness Month generally are organized on local, state and regional levels by college and university departments, institutional public information offices, student groups, and related associations and interest groups. Raphael Rosen's new publication *Math Geek* is a perfect tool for accomplishing MAM's goals, effectively demonstrating the fascinating relationship between mathematics and everyday life.

Gone are the days of students dismissing math because they believe it has no relevance to the "real world." Raphael Rosen's breakthrough book, *Math Geek*, changes that perspective forever. And it is a perfect time for this book, with the U.S. ranked 31 out of 65 countries in math in a recent OECD study. More than ever we need U.S. students pursuing science, technology, engineering and math (STEM) careers in order to compete in the global market. That said, both *Math Geek* and Mathematics Awareness Month aim to change the negative associations with mathematics, banishing math phobia from the collective consciousness.

As a society, we must do a better job inspiring children to develop a passion for discovery. Math and science need to be taught as a fun activity along the same lines as sports and the arts. The disconnect lies with how mathematics is being taught. *Math Geek* demonstrates an alternative method, addressing math as a helpful companion to a wide-ranging curiosity about the world at large. Mathematics is used as a tool that helps explain one's environment, just as color theory helps with painting or motor skills help with a basketball jump shot. *Math Geek* uses the math in everyday life to inspire the reader to look for math in everything, but it also nurtures a healthy curiosity that will encourage future mathematical pursuits.

With *Math Geek*, readers will explore more about the power of numbers, patterns, and shapes. From manhole covers to bubbles to subway maps, each page gives you a glimpse of the world from a mathematical perspective and reveals how theorems and equations can be applied to nearly everything. Covering dozens of your favorite math topics, you'll find fascinating answers to questions like: How are the waiting times for buses determined? Why is Romanesco broccoli so mesmerizing? How do you divide a cake evenly? Should you run or walk to avoid rain showers? A book filled with many compelling mathematical explanations, *Math Geek* sheds light on the incredible world of numbers hidden deep within day-to-day life. *Math Geek* is scheduled for release on June 18, 2015 from Adams Media Publishing.

Raphael has written for NASA, the Wall Street Journal, Space.com, EARTH, the Princeton Plasma Physics Laboratory, and Scholastic Science World. He has also written a children's book about outer space. Currently living in New York City, Raphael has a master's degree in journalism from the University of Southern California and bachelors in philosophy from Williams College. He also spent almost ten years working at the Exploratorium, San Francisco's hands-on museum of science, art, and human perception.

For more information and full press kit for *Math Geek* (ISBN 1440583811), please visit [www.mathgeekbook.com](http://www.mathgeekbook.com) or contact Benjamin Blake at 404-806-0017.

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