



**NOVA scienceNOW UNMASKS THE SECRET LIVES OF
BLOSSOM TV SERIES STAR; ROCK-CLIMBING DOUBLE
AMPUTEE; AND DISEASE EXPERT FOR HIT FILM
CONTAGION IN NEW SEASON OF THE SECRET LIFE OF
SCIENTISTS AND ENGINEERS**

*Season 3 of Emmy-Nominated Series Hits the Web Thursday,
October 11th and Promises to Raise Eyebrows*

www.pgs.org/nova/secretlife

Twitter: @secretlifer



Produced for PBS by the
WGBH Science Unit

One Guest Street
Boston, MA 02135

617.300.2000

www.pbs.org/nova



BOSTON October 12, 2012 — Blossom and *Big Bang Theory* star Mayim Balik is among the cast of real-life scientists who will reveal their lesser-known talents in the upcoming season of *Secret Life of Scientists and Engineers*, an Emmy-nominated web series that lifts the veil on the lives of some of the biggest names in science and engineering. Now in its third season, *Secret Life* de-mystifies careers in the sciences by humanizing a cast of innovative professionals making their marks across a variety of fields. The new season premieres on Thursday, October 11th, at www.pbs.org/nova/secretlife.

American audiences, who grew up watching the hit television series *Blossom* and *Big Bang Theory*, will see Dr. Bialik in a new light as she teaches neuroscience, chemistry and biology to children this season. Ian Lipkin, a Columbia University epidemiology and pathology professor, earned a consulting role on *Contagion*, a highly acclaimed film starring Matt Damon and Kate Winslet, for his pioneering work on pathogens and infectious disease. Joining Bialik and Lipkin will be stars in the science and engineering fields who let down their hair to share seldom-seen secret sides. This season includes:

- Hugh Herr – a Harvard biomechanics professor and double-amputee who overcame the loss of both limbs in a tragic climbing accident to scale some of the world's most challenging mountains.
- Bruce Jackson, PhD. – an award-winning biochemist who's groundbreaking "The Roots Project" uses genetics to trace the ancestry of African-Americans to their African roots. Dr. Jackson also mentors at-risk youth through SCUBA diving.

more



“*Secret Life of Scientists and Engineers* helps audiences from all walks of life connect with some of the world’s most impressive scientists – people who actually happen to be pretty down-to-Earth,” said Executive Producer of *Secret Life of Scientists and Engineers* Joshua Seftel. “By injecting a little fun and creating a few a-ha! moments, we’re hoping to inspire the next generation of great thinkers and innovators in our society.”

Each episode of *Secret Life of Scientists and Engineers* features three fast-paced video vignettes that draw back the curtain on scientists and engineers’ secret lives, reveal the passion behind their careers and often take the audience on unexpected journey as the stars reveal their secrets. One of the most popular episodes of last season’s *Secret Life* featured famous physicist Michio Kaku lacing up his ice skates and showing off his slick figure skating skills to a shocked *Secret Life* producer. Astrophysicist Neil deGrasse Tyson, a frequent guest on popular shows like HBO’s *Real Time with Bill Maher*, lit up *Secret Life* with a cosmic tie collection that was out of this world. Erika Ebbel, a beauty-queen-turned-biochemist, replaced her lab coat with a tiara and evening gown, and taught audiences how to “gown walk.”

Funded by the Alfred P. Sloan Foundation, this season’s *Secret Life* will feature 16 scientists and engineers. New webisodes will air every two weeks.

Follow the *Secret Life* blog, or join the discussion on Facebook and via Twitter @secretlifer.

###

Secret Life of Scientists is funded by the Alfred P. Sloan Foundation.

Funding for NOVA scienceNOW is provided by the National Science Foundation, the Howard Hughes Medical Institute, the Alfred P. Sloan Foundation, the George D. Smith Fund, and public television viewers.



ALFRED P. SLOAN
FOUNDATION

HHMI



HOWARD HUGHES
MEDICAL INSTITUTE

GEORGE D. SMITH FUND

Press Contact:

Channing Barringer

VOX Global

cbarringer@voxglobal.com

202.772.6980

exoskeletons and virtual reality that seamlessly integrates with the real world through lifelike 3D holograms that will not only respond to touch, but *feel* like real objects. What technological hurdles must engineers and computer scientists overcome before robots, mind-readers and holograms are all around us? And what will it mean to us as humans if we become even more entrenched in a 24/7 digital world? Then, computer scientist Adrien Treuille describes how his groundbreaking games can harness the combined efforts of video gamers around the world to help cure diseases. One program, FoldIt, turns protein-folding — a biological mystery that's difficult for even the most powerful computers to solve — into a puzzle that gamers can master easily, and they're already making medical breakthroughs.



HHMI



ALFRED P. SLOAN
FOUNDATION

George D. Smith Fund

Funding for NOVA scienceNOW is provided by the National Science Foundation, the Howard Hughes Medical Institute, the Alfred P. Sloan Foundation, the George D. Smith Fund, and public television viewers.

Pressrooms

pbs.org/pressroom

Eileen Campion
Roslan & Campion Public
Relations
212.966.4600
Eileen@rc-pr.com

Karen Laverty
NOVA National Promotions
617.300.4382
Karen_laverty@wgbh.org