

NEWS RELEASE
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What if YOU could go to Mars?

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PORLAND, Oregon- NASA, China, and SpaceX are all toying with manned Mars missions in the 2030's, but a Portland company says they just aren't aiming high enough. IXITID plans to make The Mars Leap in the next two years.

"50 years ago, every person on the planet followed Apollo because they knew... *knew*... their future lay in space." So says Charles Letherwood, lead designer of The Mars Leap. "Today, the dreams seem different. 'Space' is either mired in bureaucracy or the playground of the rich. Few people have a personal connection to space at all."

But suppose someone could watch a sunrise over a Martian mountain... just once... what would the dreams be like then?

The Mars Leap is designed to give each visitor a taste of their own possible future in Space and then give them tools to make it a reality. It's a travelling, immersive, interactive, educational exhibit for large regional science museums, letting visitors join a mission to scout the first Martian colonies.

They'll live the experience from training and planning through liftoff and millions of miles of vacuum to Mars. They'll ponder the Red Planet from an orbiting space station before dropping to the hostile surface where they'll learn, firsthand, what it will take to shape humanity's next frontier.

The Mars Leap offers a powerful educational and inspirational experience for visitors of all ages, but it's a unique opportunity for sponsors as well. It will reach an audience of millions over a 10-year lifetime, offering an unprecedented way for companies to connect with the next generation of engineering talent and people who can become evangelists for humanity's future in space.

Currently in the concept development phase, The Mars Leap has already garnered sponsorship from the prestigious International Mars Society. Sponsors can join them now, in the earliest phases, when they have the most power in shaping the goals and direction of the final experience. NASA *hopes* to be on Mars by 'the 2030's', China and SpaceX are *hoping* for 2033, but The Mars Leap *will* have people on Mars by 2024... with your help. If you'd like to join the team through your time, talent, or sponsorship, we invite you to join us on the next frontier!

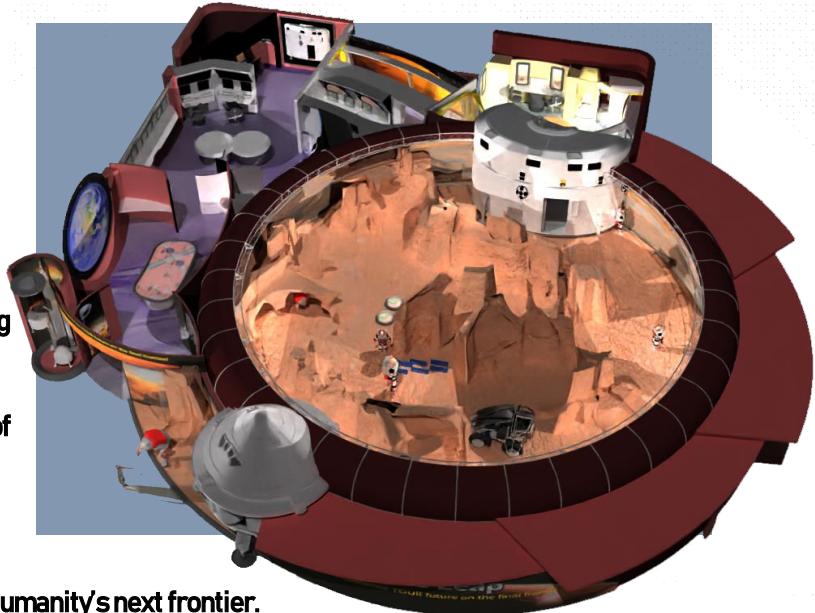
What if YOU could go to Mars?

When Armstrong landed on the Moon more than 50 years ago, every person on the planet knew... *knew*... their future lay in space. Today, the dreams seem different. Fewer see 'Space' as something for themselves, so they turn to Earthbound concerns instead.

www
The Mars Leap
.com

But suppose someone could watch a sunrise over Martian mountains... just once... what would the dreams be like then?

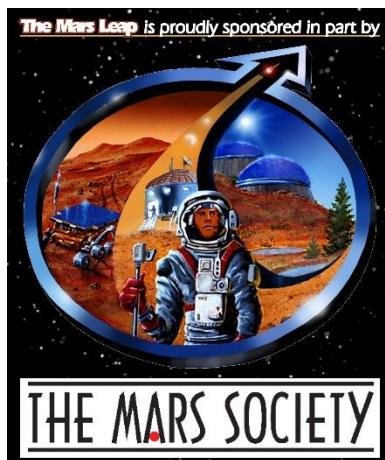
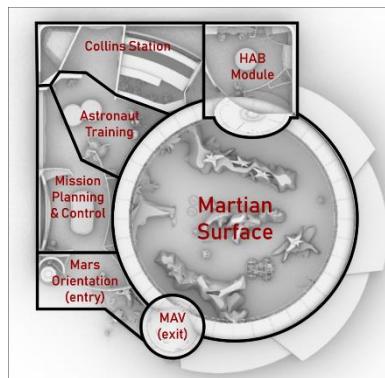
'The Mars Leap' is designed to give each visitor a taste of their own possible future in Space, and then give them tools to make it a reality. It's a travelling, immersive, interactive, educational exhibit for large regional science museums, letting visitors join a mission to scout the first Martian colonies. They'll live the experience from training and planning through liftoff and millions of miles of vacuum to Mars. They'll ponder the Red Planet from an orbiting space station before dropping to the hostile surface.



They'll learn, firsthand, what it will take to shape humanity's next frontier.

Exhibit Features:

- Environmental and equipment simulations combine with scenic elements, A/V systems, computers, graphics, scale models, and more to convey the experience and emotional power of a real Mars mission
- Compelling storyline and challenging educational content create a unique educational experience
- \$2 million, 5000 sq.ft., 2-year Design&Build
- Likely audience of millions in a 10-year lifetime
- Dr. Robert Zubrin, creator of the Mars Direct mission architecture that revolutionized Mars planning, is a primary content resource
- Open-ended exhibit scenarios enable unusual emphasis on collaboration, planning, and balancing of competing priorities
- Integrated computer systems can tailor content to a wide age range, and can be updated with the most current Mars information
- Heavy emphasis on Community Outreach for participating museums
- Budget provides for STEM scholarships throughout exhibit lifetime
- Highly desirable and popular topic for Museums
- Attractive subject matter and venue for Sponsors
- Prime Sponsorship by the International Mars Society



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For more information contact Charles Letherwood at IXITID Concepts, Portland, Oregon, 503.233.7255
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