



For Immediate Release

MathTalk Installation at Magazine Beach

The Charles River Conservancy and MathTalk announce the installation of a public art Math Trail along the Magazine Beach Park pedestrian bridge in Cambridge.

Cambridge, MA— Friday, July 15th, 2021—The Charles River Conservancy (CRC) and MathTalk, in partnership the Massachusetts Department of Conservation and Recreation (MassDCR), is proud to announce the installation of a Math Trail across the pedestrian bridge at Magazine Beach Park. Through a combination of colorful graphics adhered to the deck of the bridge and digital programs, children and adults will smile as they learn math concepts and travel safely over memorial drive to and from the Charles River Reservation.

The Magazine Beach Math Trail was designed with students, families, teachers and members of the Cambridgeport community. Through virtual and in person design sessions, including one with 3rd grade students from the Morse School, the Math Talk team gathered ideas, inspiration and feedback for a site specific installation that pairs environmental observation with early math concepts, such as estimation, counting and sorting. Visitors will be prompted to walk like a goose, estimate how many goose steps it takes to cross the bridge and count the number of geese they can see in the park. Used in combination with the *Measure! Everything!* App, children and families will be encouraged to go beyond the screen to explore mathematical ideas on the bridge, in the park, at home, and in their communities.

For the CRC, the Magazine Beach Math Trail connects directly to the organization’s mission of engaging all community members in the use and stewardship of the Charles River. “Our goal is to bridge community engagement, talent and learning with the amazing resource of the Charles River,” said **CRC Executive Director Laura Jasinski**. “This installation accomplishes this goal literally and programmatically.”

MathTalk has been working in Cambridge since 2016, but this is the company’s first installation along the river. “We’re excited to continue our work of building math skills in fun ways at a popular destination like Magazine Beach Park,” said **MathTalk Founder Omo Moses**. “The power of math is important at all ages – it helps children prepare for preschool, improves academic performance at all levels, and increases career opportunities. This installation can be enjoyed widely by all community members that frequent Magazine Beach.”

The Magazine Beach Math Trail opening will be celebrated with a launch party on Saturday, July 24th from 10am – noon, with a rain date of August 1st. All are welcome to enjoy guided walks of the installation, refreshments, fun games and activities for children and families. Members of the press are invited for a walkthrough at 9:30 am, starting from the CRC tent (719 Memorial Drive in Cambridge). The installation will be in place through Fall 2021.

The Math Trail has been made possible by generous donations from the Frances R. Dewing Foundation, Reach Out for Schools and partnerships with the Cambridge Arts Council, City of Cambridge Department of Public Works, Magazine Beach Partners, Sidewalk Math and the Morse School.

About the Charles River Conservancy

The Charles River Conservancy (CRC), founded in 2000, is a non-profit that works in partnership with the Massachusetts Department of Conservation and Recreation (MassDCR) to make the Charles River and its parks a well-maintained network of natural urban places that invite and engage all in their use and stewardship. For more information about the CRC, please visit thecharles.org. Follow the CRC on Twitter [@CharlesRiverCRC](https://twitter.com/CharlesRiverCRC), Instagram [@CharlesRiverCRC](https://www.instagram.com/CharlesRiverCRC) or Facebook [Facebook.com/CharlesRiverConservancy](https://www.facebook.com/CharlesRiverConservancy)

About MathTalk

MathTalk is a community-based technology company made up of a team of parents, teachers, researchers, organizer, children’s media producers, designers, artists, game developers, entrepreneurs and kids, that turn stories, public art, and augmented reality experiences into products and activities that make adults and the children in their lives smile while learning math. Visit www.math-talk.com to learn more.

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