



International Observe the Moon Night 2017

International Observe the Moon Night (InOMN) is an annual celebration of the Moon, the science discoveries enabled by NASA's missions, and the people who have made them possible. It is a time to celebrate the personal and cultural connections we all have to the Moon, and to highlight our Moon's connections to moons and planets across the Solar System, and beyond. This program is led by NASA's Lunar Reconnaissance Orbiter mission team.

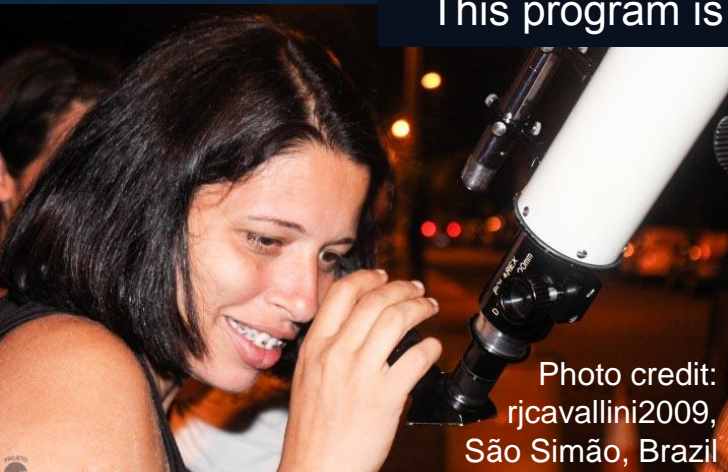


Photo credit: rjcavallini2009, São Simão, Brazil



Map of InOMN events registered in 2017. Photos on left from hosts.



Photo credit: Surabaya Astronomy Club, Indonesia

- **601 events registered in 52 countries, with 47 US states + DC and Puerto Rico**
- Social media engagement developed and implemented in collaboration with GSFC + NASA HQ social media teams
 - Included NASA Snapchat and Instagram stories that alone reached **1,711,467 people**
- Resources for hosts, and more information, available on observethemoonnight.org
- Evaluation underway; analysis will guide 2018 preparation

Andrea Jones, andrea.j.jones@nasa.gov

Director, International Observe the Moon Night; PSI at NASA's Goddard Space Flight Center

Nov 9, 2017