



# Florida FIRST Robotics Education Foundation

*Inspiring the Next Generation of Science and Technology Leaders*

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FOR IMMEDIATE RELEASE

## ***Arcade-Themed Challenge Unveiled to More Than 91,000 High School Students worldwide at the 2018 FIRST Robotics Competition Kick-off*** *Florida students take advantage of opportunity to be mentored by world's best engineers.*

After months of anticipation from the **FIRST** Robotics Competition community, the 2018 **FIRST** POWER UP<sup>SM</sup> game and playing field were unveiled on January 6, 2018. A full detail of the arcade themed challenge was released to a crowd of more than 91,000 high-school students on 3,647 teams at 137 venues around the globe via Twitch Live Broadcast.

“It’s not about the robots – it’s never been about the robots,” said Dean Kamen, **FIRST** founder and president of DEKA Research & Development. “We are not using kids to build robots. We are using robots to build kids. “

**FIRST** POWER UP finds **FIRST** Robotics Competition teams trapped in an 8-bit video game. Each three-team alliance has three ways to help defeat the boss: Tipping the scale or the alliance’s switch in their favor to earn points, exchanging power cubes for power ups (force, boost, and levitate) to gain a temporary advantage during the match, and climbing the scale tower to face the boss. The alliance with the highest score at the end of the match, which includes autonomous and tele operated periods, defeats the boss and wins the game.

At Saturdays Kickoff, teams were shown the **FIRST** POWER UP game field and challenge details for the first time, and received the Kickoff Kit from the Kit of Parts, which is made up of motors, batteries, control system components, construction materials, and a mix of additional automation components – with limited instructions.



Working with adult mentors, students have six weeks to design, build, program, and test their robots to meet the season’s engineering challenge. Once these young inventors build a robot, their teams will participate in one or more of the global 158 Regional and District events that measure the effectiveness of each robot, the power of collaboration, and the determination of students.

By participating in **FIRST**, students gain confidence to explore the innovation process while learning valuable science, engineering, technology, teamwork, and problem-solving skills. **FIRST** Robotics Competition participants are eligible to apply for more than \$50 million in **FIRST** Scholarships from leading colleges and universities. Students also learn and apply the **FIRST** ethos of Gracious Professionalism®.

**The Orlando FIRST Robotics Competition will be held at the CFE Arena on the University of Central Florida (UCF) campus on March 9 &10, 2018: admission is free to the public.**

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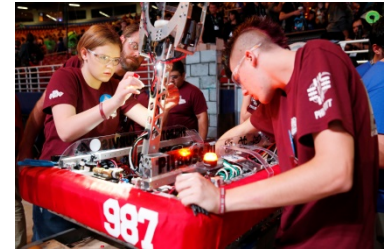


Here in Central Florida, 63 FRC teams from local high schools and high schools from throughout the world will be competing at the Orlando **FIRST** Regional held at the University of Central Florida's CFE Arena March 9-10, 2018. Besides 58 teams from Florida, there will be teams from Brazil, Mississippi, Puerto Rico, and the Netherlands. In previous years, teams from Australia, China, Canada, Brazil, Dominican Republic, Germany, Great Britain, and Puerto Rico participated at the Orlando Regional. The competition is open to the public and admission is free. Winning team alliances earn a place in the 2018 **FIRST**® World Championship(s) to be held at the George R. Brown Convention Center in Houston Texas at Minute Maid Park (home of the Houston Astros) April 18-21, 2018, followed by a second (April 25-28, 2018) in Detroit at the Cobo Center..

### **About Orlando FIRST Robotics**

Orlando **FIRST** Robotics Competition (formerly the Florida **FIRST** Robotics Competition) started in 1999 with 28 teams at the Kennedy Space Center Visitors Center. After four years of dramatic growth, the decision was made to move to the University of Central Florida CFE Arena in 2003.

The Orlando Regional is organized and produced by the Florida **FIRST** Robotics Education Foundation (FFREF). The FFREF is an all-volunteer, 501(C)3, non-profit organization, whose mission is to promote the education of Florida's youth by motivating and inspiring young people to have an appreciation of science, technology, robotics, mathematics, engineering, and to pursue career opportunities in these fields, for the benefit of the technology and scientific community. To learn more about Orlando **FIRST** Robotics, go to <https://orlandofrc.org>.



### **About FIRST**

Accomplished inventor Dean Kamen founded **FIRST**® (For Inspiration and Recognition of Science and Technology) in 1989 to inspire an appreciation of science and technology in young people. Based in Manchester, N.H., **FIRST** designs accessible, innovative programs to build self-confidence, knowledge, and life skills while motivating young people to pursue opportunities in science, technology, and engineering. With support from over 200 of the Fortune 500 companies and more than \$50 million in college scholarships, the not-for-profit organization hosts the **FIRST**® Robotics Competition for students in Grades 9-12; **FIRST**® Tech Challenge for Grades 7-12; **FIRST**® LEGO® League for Grades 4-8; and **FIRST**® LEGO® League Jr. for Grades K-4. Gracious Professionalism® is a way of doing things that encourages high-quality work, emphasizes the value of others, and respects individuals and the community. To learn more about **FIRST**, go to [www.firstinspires.org](http://www.firstinspires.org).



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