

## Press Release

### **African American NASA Astronaut Stephanie Wilson to be Honored in Giant Earthwork Installation in historic Woodruff Park for International Day of the Girl**

*Atlanta, GA to celebrate a black hero of space to inspire women and girls to #aimhigher in the spirit of NASA's Upcoming Artemis Missions*

**Atlanta, GA — June 23, 2021** — A 4,800 square-foot natural art exhibit is being created to commemorate *International Day of the Girl* to raise awareness about NASA's Artemis Program and inspire women and girls through the high-profile STEAM (Science, Technology, Engineering, Art, Mathematics) exhibit. The City of Atlanta approved the permit June 17, 2021 for the Earthwork installation in downtown Woodruff Park, Atlanta, Georgia.

From October 11-22, the Earthwork will be displayed as an eco-friendly grass artwork featuring active NASA astronaut Stephanie Wilson. Her 42 days in space are the most of any female African American astronaut. The intent of the art exhibit is to inspire women and girls, and especially people of color, to aim higher and reach for more advantageous goals.

The project was conceived by Christina Korp, President of [Purpose Entertainment](#) and artist Stan Herd of Stan Herd Earthworks working in partnership with Atlanta Parks Department, Downtown Atlanta, the Hines Family Foundation, Mercer University STEM Education Innovation Lab, Atlanta International School and former NASA astronaut Nicole Stott's Space for Art Foundation.

The Artemis Program is a United States-led international human spaceflight program launched in 2017 with the primary goal of returning humans to the Moon in 2024. During the Artemis program, NASA will land the first woman and first person of color on the Moon, using innovative technologies to explore more of the lunar surface than ever before. NASA will collaborate with our commercial and international partners and establish sustainable exploration for the first time. So far, eight countries along with the US have signed the Artemis Accords, an international agreement between governments participating in the Artemis Program.

An informative and interactive website for the Earthwork, in production now, will allow visitors to learn more about astronaut Stephanie Wilson as well as the Artemis Program and space opportunities for women and girls.

*“The Apollo missions including the first Moon landing inspired a generation and spurred on innovation. It ignited a spark in those kids to aim high for their dreams. Those kids turned into adults who are changing the world today,”* said Purpose Entertainment President, Christina Korp. *“We want to light the spark in today’s generation to empower them to change the world tomorrow, especially women and girls of color who maybe haven’t felt there was room for them in future space activities. Stephanie Wilson is living proof that their dreams can become a reality.”*

The installation is a signature event in Atlanta, Georgia marking *International Day of the Girl*, a yearly commemoration celebrated all over the world.

**Christina Korp** is President of Purpose Entertainment and is the former manager of astronaut Buzz Aldrin, one of the first men to walk on the Moon along with Neil Armstrong on Apollo 11. She is a space marketer and influencer who has an extensive background in producing space themed events and exhibitions. Korp produced the last five major galas at Kennedy Space Center celebrating Apollo 11 including the [Apollo 50<sup>th</sup> Gala](#). She also conceptualized and produced [The People’s Moon](#) project, which resides as a permanent exhibit at Kennedy Space Center. She recently produced [Our Story100](#) for the US Government’s Women’s Suffrage Centennial Commission. Learn more: [christinakorp.com](http://christinakorp.com)

**Stan Herd**, a native of Kansas, has been active in film, music and the arts in America’s heartland for over 40 years. He began creating large scale “Earthworks,” giant eco-friendly artworks made of organic materials, gaining recognition in National Geographic and Smithsonian Magazine. Herd, once called the "Father of Crop Art" by CBS news anchor Dan Rather, has been crafting massive-scale designs into fields since the early 1980’s. In 2020 he created Earthworks of Kamala Harris and Joe Biden, which gained attention by the Biden presidential campaign. Herd has created Earthworks all over the United States as well as in Australia, Brazil, China and Cuba. Learn more: [stanherdarts.com](http://stanherdarts.com)

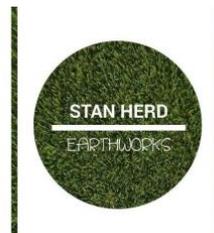
**Press Contact:**

Christina Korp

[christina@purposeentertainment.com](mailto:christina@purposeentertainment.com)

Ph: 310-893-9374

[www.aimhigher.space](http://www.aimhigher.space)



## **Image Captions:**

### **Wilson\_1.jpg / Wilson\_2.jp**

NASA Astronaut Stephanie Wilson's 42 days in space are the most of any female African American astronaut.

### **Earthwork\_Wilson\_Rendering.jpg**

An artist's rendering of the 4,800 square-foot natural art exhibit being created to commemorate International Day of the Girl to raise awareness about NASA's Artemis Program and inspire women and girls to #aimhigher. Photography by Satellites in Orbit.

### **Earthwork\_Kamala.jpg**

An "Earthwork" of Vice President Kamala Harris created in 2020 by crop artist Stan Herd.

### **Earthwork\_Mia.jpg**

A massive scale "Earthwork" of Vincent Van Gogh's "Olive Trees" created by crop artist Stan Herd – October 2015

### **Purpose\_Moon\_London.jpg**

The People's Moon, an example large-scale project by production house Purpose Entertainment, which now resides as a permanent exhibit at Kennedy Space Center. July 2019

### **Purpose\_IdaBWells\_Mosaic.jpg**

An example project by production house Purpose Entertainment featuring Ida B Wells commemorating the women's suffrage movement. Location: Union Station in Washington DC. August 2020