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## Wisconsin Science Festival Rolls out 2025 Feature: "Rock and Roll"

Spring is in the air—and so is the buzz of the Wisconsin Science Festival! On April 24th, dozens of statewide event hosts attended the festival's virtual launch party. The event officially kicked off the statewide planning efforts and announced this year's festival feature: "Rock and Roll." Now entering its 15th year, the festival will celebrate the dynamic intersection of sound, music, performing arts, geology, physics, motion and more, throughout Wisconsin, October 16-26th.

"'Rock and roll' is a play on words—it's not just about sound and music, but also about the geology that shapes Wisconsin, the physics of motion, and the creative energy that drives discovery," says Samantha Mulrooney, Director of the Wisconsin Science Festival at the Wisconsin Institute for Discovery. "While events related to the feature are not required for participation, it's designed to inspire a wide range of programs and events across disciplines."

Organizers also unveiled a fresh new look for [wiscifest.org](http://wiscifest.org), where visitors can now explore expanded resources, ideas for event programming, and register as event hosts for the 2025 festival. This year's festival will feature 10 full days of hands-on activities, lab tours, community talks, nature walks, and the unexpected discoveries that festival-goers have come to love.

In 2024, nearly 47,000 people of all ages participated in Wisconsin Science Festival events across 52 counties, with 87% of events held outside Dane County. As a proud member of the national Science Festival Alliance, Wisconsin's statewide festival continues to serve as a flagship model for innovation, engagement, and collaboration.

"The mission of the Wisconsin Science Festival is to elevate science and art, to keep Wisconsin curious, and to showcase the imagination and creativity that fuel innovation," says Mulrooney.

George Tzougros, Executive Director of the Wisconsin Arts Board and a founding member of the festival, adds, "Curiosity is imagination put to work. The festival not only helps inspire scientific understanding, but also nurtures creative thinking and communication at a time when these skills are more important than ever."

A fan favorite and signature collaboration with the Madison Night Market, the Wisconsin Science Festival kicks off on Thursday, October 16 with one of Madison's most magical evenings. Shop under twinkling lights, enjoy bites from local food trucks, and discover hands-on science at interactive stations lining State Street and the Capitol. Other returning favorites include Science in a Bag, along with the largest Bioblitz to date, as part of this year's expanded offerings.

Whether you're an event host eager to share your passion or a festival-goer looking to spark your curiosity, the 2025 Wisconsin Science Festival promises something for everyone. Join us statewide, October 16-26!

For more information, event registration, and updates, visit [wiscifest.org](http://wiscifest.org).