

# United Launch Alliance CEO Lends Leadership to the Advisory Board for The Mars Generation Nonprofit

MINNEAPOLIS, MINNESOTA , UNITED STATES, October 3, 2017 /EINPresswire.com/ -- [United Launch Alliance](#) (ULA) President and Chief Executive Tory Bruno joins [The Mars Generation](#) (TMG) as a leading member of the advisory board. In support of a common mission to further deep space and interplanetary exploration, Bruno will apply his extensive industry background to help guide board objectives and advocate for the non-profit organization as an advisory board member.

“Serving on the advisory board of The Mars Generation is an incredible honor,” said Bruno of the election. “There is no better way to build a pipeline of enthusiastic and capable young people for tomorrow’s jobs than to work directly with an organization devoted to cultivating the next generation of space explorers and the teams of brilliant minds needed to support them.”

The Mars Generation operates several [core programs](#) including the Future of Space Outreach Program, the Space Camp Scholarship Program and the Student Space Ambassador Leadership Program (SSA). All programs focus on reaching the mission of The Mars Generation which is to excite young people and adults about human space exploration and STEM/STEAM (Science, Technology, Engineering, Art, Math) education and foster an understanding of the importance of these two elements to the future of humankind on Earth.

“With the extensive and diverse background of our advisory board, The Mars Generation continues to be innovators in the nonprofit, STEAM and space sectors,” said Abigail Harrison, TMG founder and board chair. “We are leveraging technology to reach a large international audience to truly cultivate their passion for STEAM education and space exploration.”

## About The Mars Generation

The Mars Generation is a 501(c)(3) nonprofit in the United States. The organization is volunteer-driven with a board of directors that includes astronauts, engineers, scientists and professionals from the nonprofit and business communities. With a reach of more than 25 million people in the organization's first two years of operation and more than 1,200 students from around the world participating in its Student Space Ambassador program, over 450 donors, 1,000 members and several space industry sponsors in place, the organization continues to grow and offer programs to



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excite and educate students and adults about the importance of human space exploration and STEAM education.

#### About United Launch Alliance

With more than a century of combined heritage, United Launch Alliance is the nation's most experienced and reliable launch service provider. ULA has successfully delivered more than 115 satellites to orbit that aid meteorologists in tracking severe weather, unlock the mysteries of our solar system, provide critical capabilities for troops in the field and enable personal device-based GPS navigation.

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