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**Star Trek Into Darkness, World War Z, Big Bang Theory, NCIS, Elementary, Mythbusters, Big Brain Theory, Bones, Nova, Iron Man 3, Person of Interest, Grey’s Anatomy, Director Bryan Singer Among Honorees for Annual Science, Engineering & Technology (SET) Awards**

SET Awards recognize film, television, comic book, digital and other media that inspires youth interest in Science, Engineering, Technology and Math through media and entertainment

Los Angeles, CA (November 13, 2013) – Top grossing films and highly rated television were honored today in Beverly Hills, CA for science, engineering and technology content magnetizing students toward related career paths. The 3rd Annual SET Awards are produced by the Entertainment Industries Council, Inc. (EIC) as part of the Ready on the SET and...Action! campaign with partnership from leading business and entertainment industry players, including Boeing, Lockheed Martin, Northrop Grumman, Rolls Royce aero-engines, LEGO Education, Trash4Teaching, Motion Picture Association of America, International 3D Society, Women In Film, SAG-AFTRA, Producers Guild of America, Entertainment Merchants Association, The Caucus for Writers, Producers and Directors, and others, and recognizes the positive power of entertainment and media to inspire future innovators for a diverse and competitive workforce.

Co-Hosts Bill Nye the Science Guy and Alison Haislip (The Morning After) led the ceremony, featuring Director Bryan Singer (X-Men: Days of Future Past), Brian Dietzen (NCIS), Adam Savage (Mythbusters), Kate Linder (The Young & The Restless), Cara Santa Maria (Take Part Live), Omar Miller (CSI: Miami), Jamie Bamber (Battlestar Galactica), Tanner Foust (Top Gear), Christine Gulbranson (Big Brain Theory: Pure Genius), Dan Bucatinsky (Scandal), Booboo Stewart (X-Men: Days of Future Past), Claudia Wells (Back to the Future), Dana Workman (Haunted Highways), Leland Melvin (Associate Administrator for Education, NASA), Stephan Turnipseed (President, LEGO Education) and Brian Dyak (President, CEO & Co-Founder, Entertainment Industries Council).

Filmmaker Bryan Singer was honored with the Bob Gurr Leadership & Inspiration Award for his body of work utilizing and featuring cutting edge science, engineering and technology including the X-Men movies and Superman Returns. The award is named in honor of legendary Imagineer Bob Gurr whose engineering and design work can be seen in the Disney theme parks throughout the world.

“Movies, videos and multimedia content with technological, scientific and even design storylines are magnets for youth that can launch them into technical careers, fill existing workforce gaps and create the innovation necessary to propel not only the entertainment industry, but also the nation into a bright future,” said Brian Dyak, President and CEO of EIC. “While they may take great creative liberties, creators spark imagination and dreams that, through ingenuity, can become the realities of tomorrow. The entertainment industry leaders being honored this year know how to entertain and inspire our future.”

“Over the past year, we have seen a marked increase in productions demonstrating science, engineering and technology in positive ways. Be it through forensics, robotics or amazing touch screen computers, these elements of fascination are ingrained into our media. We saw over 250 submissions, representing
hundreds of hours of content -- a sign that the entertainment industries are taking note, and this is only the beginning," said Larry Deutchman, Executive Vice President Marking and Industry Relations for EIC and Executive Producer/Writer of the SET Awards.

Honorees included: Paramount’s Star Trek Into Darkness and World War Z (Feature Film); CBS’ The Big Bang Theory: Season 6 (Comedy Series), Elementary – “Two Possibilities” (Drama Series), NCIS – “Detour” (Drama Series), and Person of Interest: Season 2 (Technologist Award); ABC’s Grey’s Anatomy – “Idle Hands” (Drama Series); , Hallmark’s Space Warriors (TV Movie); The Weinstein Co.’s Escape from Planet Earth (Children’s Production); Discovery’s The Big Brain Theory: Pure Genius: Season 1 and MythBusters: Season 11 (Documentary/Unscripted Non-Fiction); PBS’s Nova: Season 40 (Documentary/Unscripted Non-Fiction), NBC’s Science of the Summer Olympics (Original Internet Content); the Marvel comic book Fantastic Four – “Road Trip”; the novel The Jackhammer Elegies by Stefan Jaeger; Fox’s Bones – “The Bod in the Pod” (Scientist Award); and Marvel’s Iron Man 3 (Engineer Award).

About Entertainment Industries Council: EIC is a non-profit organization founded in 1983 by leaders within the entertainment industry to bring the power and influence of the industry to communicate about health and social issues. The organization is considered to be the chief pioneer of entertainment and journalism outreach and a premiere success story in the field of entertainment education. This mission relies on providing resource information to the creative community and culminates in recognition of the industry through the national television special PRISM Showcase which addresses accurate portrayals of substance use issues and mental health concerns. The organization also produces the S.E.T Awards, honoring positive and non-stereotypical portrayals of science, engineering and technology. For a complete list of health and social issues addressed by EIC and local projects please visit First Draft and EIC’s website. EIC’s web site is www.eiconline.org. The PRISM Awards web site is www.prismawards.com.