



Entertainment Industries Council Announces Honorees for 4th Annual Science, Engineering & Technology *SET Awards*

Captain America: The Winter Soldier, Her, will.i.am, The Big Bang Theory, Marvel's Agents of S.H.I.E.L.D., Bones, Mythbusters, Director Brad Bird, Among those to be Honored for Excellence in the Portrayals of Science, Engineering, and Technology

LOS ANGELES, CA, (November 5, 2014) – Films *Captain America: The Winter Soldier, Transcendence* and television shows *Bones, The Big Bang Theory* and *Marvel's Agents of S.H.I.E.L.D.* are among the productions to be honored at the *4th Annual SET Awards* on November 12, 2014 at the Skirball Cultural Center in Los Angeles, CA. The *SET Awards*, which are produced by the Entertainment Industries Council (EIC), recognize the power and influence of entertainment, digital and news media to engage young minds and encourage interest in science, engineering, technology and math. This year's *SET Awards* collaborators include Lockheed Martin, Google, Rolls-Royce aero engines, K'NEX and Studio 229, who are all engaging in The Art of Making a Difference™, bringing attention to the fields of science, engineering, and technology.

“Movies, videos and multimedia content with technological, scientific and even design storylines are magnets for youth that can launch them into technical careers, filling existing workforce gaps and creating the innovation necessary to propel not only the entertainment industry, but also other industries and our nation into a bright future,” said Brian Dyak, President and CEO of EIC. “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.”

TV Comedy Honors

- *The Big Bang Theory* (CBS): Season 7
- *Silicon Valley* (HBO): Season 1

Documentary Honors

- *Mythbusters* (Discovery Channel): Season 41
- *Life According to Sam* (HBO)
- *Brain Games* (National Geographic): Season 3

Children's Programming Honors

- *The Sunny Side Up Show* (Sprout)

Online Program Honors

- *Science of Golf* (NBC Learn)

Feature Film Honors

- *Captain America: The Winter Soldier* (Marvel Studios)

- *Her* (Warner Bros. Pictures)
- *Transcendence* (Warner Bros. Pictures)

Drama Series Honors

- *Bones* (FOX)
- *Person of Interest* (CBS): Season 3

TV Movie or Miniseries Honors

The Normal Heart (HBO)

Special ***Legacy and Leadership & Inspiration Awards*** will be presented in the disciplines of science, engineering and technology for portraying these fields in encouraging and positive ways.

Legacy Award Honoree

- Walter Mirisch, executive producer of the classic film *The Great Escape*

SET Engineer Award Honoree

- Marvel's ***Agents of S.H.I.E.L.D.*** (ABC): Season 1. Along with the show's actors who play the roles of Jemma Simmons (Elizabeth Henstridge) and Leo Fitz (Iain De Caestecker)

SET Technologist Award Honoree

- *Halt and Catch Fire* (AMC): Season 1

Bob Gurr Leadership & Inspiration Award Honoree

- Director Brad Bird for his continued efforts to engage audiences in the science, engineering and technology fields through his films, which include *Tomorrowland*, *The Incredibles* and *Mission Impossible: Ghost Protocol*.

SET Leadership & Inspiration Award Honoree

- Business leader, songwriter and philanthropist will.i.am for his work to engage students in science, engineering and technology fields and for his ability to engage their educational and creative sides through music that emphasizes and utilizes "STEM" concepts.

Included on the *SET Awards* Honorary Committee are Emiliano Calemzuk (Time Inc.), Robert DiBitetto (A&E), Stephen Friedman (MTV), Mark Graboff, Ted Harbert (NBC), Laura Michalchyshyn, Deborah Myers (Science), Dawn Ostroff (Conde Nast), Mark Pedowitz (The CW), Kevin Reilly (TNT/TBS), Sheri Salata (OWN), Nina Tassler (CBS), Jeff Wachtel (NBC Universal), Vivi Zigler (Shine 360 and Digital), Tom Calderone (VH1), Erik Logan (OWN), Chris McCumber (USA), Steve Koonin (Atlanta Hawks), Mitch Bainwol (RIAA), Neal Tiles, Herman Rush, Steve Schiffman, David Goldsmith, Stan Lee (POW! Entertainment) and Michael Wright (DreamWorks).



Entertainment Industries Council

-Encouraging the Art of Making a Difference

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 *SET 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 at www.eiconline.org or the internet television network at EICnetwork.tv. The *PRISM Awards* web site is www.prismawards.com. The *SET Awards* web site is www.eicsetawards.com

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