

January 7, 2003

For Immediate Release

Gartner Honors Lecture Series Features Dr. Robert Zubrin Tuesday, February 4th at 6:30 pm in McCord Auditorium, SMU Campus

The third lecture of the Gartner Honors Lecture Series, *The Case for Mars*, features Dr. Robert Zubrin, author of the book by the same title, who will explain step-by-step how we can use present-day technology to send humans to Mars within ten years, actually producing fuel and oxygen on the planet's surface with Martian natural resources. He will emphasize not only how, but why mankind should take on this impressive endeavor.

WHAT: *The Case for Mars*
DATE: Tuesday, February 4th
TIME: 6:30 pm
WHERE: McCord Auditorium, 306 Dallas Hall
Southern Methodist University

This is a free lecture, sponsored by the University Honors Program. Everyone is welcome to attend. No reservations are required.

ALSO, A SPECIAL EVENT

Meet the Author and Book Signing with Dr. Robert Zubrin

WHERE: SMU Bookstore
DATE: Wednesday, February 5th
TIME: 11:00 am - 12:00 noon
PLACE: SMU Bookstore

This special event is sponsored by the University Honors Program, with the cooperation of the SMU Bookstore.

The Case for Mars

Since the beginning of human history, Mars has been an alluring dream, the stuff of legends, gods and mystery. The planet most like ours, it has still been thought impossible to reach, let alone explore and inhabit. Now, leading space exploration authority Robert Zubrin has crafted a daring new blueprint, *Mars Direct*, presented in his book and lectures. *The Case for Mars* is not a vision for the far future or one that will cost us impossible billions. Zubrin explains step-by-step how we can use present-day technology to send humans to Mars within ten years, actually producing fuel and oxygen on the planet's surface with Martian natural resources. He also explains how we can (and should) build bases and settlements, and how we can one day "terraform" Mars, a process that can alter the atmosphere of the planet and pave the way for

sustainable life. As we enter the 21st Century, The Case for Mars is an exciting and attainable vision for our future.

Robert Zubrin

Dr. Robert Zubrin is an internationally renowned aeronautical engineer and the acclaimed author of *The Case for Mars*, which Arthur C. Clarke called "the most comprehensive account of the past and future of Mars that I have ever encountered." He has also authored *Entering Space* and his first novel, entitled *First Landing* was published in the summer of 2001. NASA recently adapted Zubrin's humans-to-Mars mission plan. A former senior engineer at Lockheed Martin, Zubrin is president of the International Mars Society and founder of Pioneer Astronautics, a successful space exploration and development firm. During the month of July 2001, Dr. Zubrin commanded the Mars Society's simulated Mars Mission in the Arctic Circle. He lives with his family in Indian Hills, Colorado.

Carl Sagan told the Denver Post "Bob Zubrin, really nearly alone, changed our thinking on this issue." In August of 1998, Robert Zubrin chaired the first International Conference of The Mars Society, an organization made up of individuals from every walk of life, all dedicated to the concept of manned missions to and the settlement of Mars.

The Gartner Honors Lecture Series

The Gartner Honors Lecture Series was established in 1969 by friends and associates of Al Gartner upon his retirement from the Zale Corporation in honor of his exemplary service to the corporation. The Series has consistently brought noted authorities in the humanities and sciences to the SMU campus: Harold Bloom, David Broder, Lady Bird Johnson, and Victor Frankl, to name a few. In 1999, the Series established a partnership with the University Honors Program in order to fully institute the practice of bringing noted academics, business leaders, civic figures, and cultural experts to SMU for two days of activity. This practice, modeled on the Chubb Program at Yale University, invites the University community, as well as the general public, to interact with the lecturers in a variety of forums: the public lecture, the classroom visits, sharing a meal, and small, informal gatherings in which lecturers and the community may talk freely of wide-ranging issues.

For More Information

Contact April Andreas, SMU University Honors Program Coordinator, at andreas@mail.smu.edu or 214-768-2813 for more information.