



FOR IMMEDIATE RELEASE

## **Shiras Planetarium Fundraising Supported by KMI**

**Marquette, MI (USA)** - Kall Morris Incorporated (KMI), a Marquette-based space logistics company, is proud to assist the Friends of the Shiras Planetarium (FOSP) with their fundraising efforts to replace the Shiras Planetarium projection system and assure the continued contribution of the Planetarium to Michigan's Upper Peninsula.

To support Shiras Planetarium's mission, KMI is coordinating a Dine to Donate event on Thursday, December 19th, from 4:00 PM to 10:00 PM, at Third Coast Pizzeria in Marquette. Between 4 and 10 PM, when the Shiras Planetarium fundraiser is mentioned, 15% of the proceeds from meals bought for dine-in and take-out (alcohol sales excluded) will support the Planetarium's drive to install new projection, seating, and lighting systems to provide programs in astronomy and other disciplines. Please join Shiras Planetarium and KMI for an evening out at Third Coast Pizzeria, and be sure to mention the planetarium fundraiser when ordering to support the cause.

In 2023, the FOSP was formed to rebuild and sustain Upper Michigan's only operational planetarium facility. This group of community volunteers has worked to raise funds to modernize the facility, including the replacement of failing 30-year-old technology with a ZEISS VELVET DUO projection system. This project will make the Shiras Planetarium one of only 30 ZEISS facilities in the United States, offering the highest quality digital star field in the Midwest and positioning the Planetarium as a premier destination for immersive stargazing and educational programming. For over half a century, the Planetarium has served over 60 classrooms and over 4,000 public show guests annually.

"This renovation of the Shiras Planetarium is more than an upgrade to the facility; it's the opportunity to provide everyone who visits an immersive look at our solar system... and more using the finest digital technology," says Stephanie Jones, FOSP board president. "We're creating a place where people of all ages can come together to explore, learn, and be inspired."

"KMI wouldn't be here if our team didn't start by looking up at the stars and asking, 'What's up there?' and 'How do I get there?' and then having an educator help us find the answers," said KMI Director of Operations Liza Fust. "The Shiras Planetarium is important for others to ask those questions and start learning on their own journey to the stars. That's why we are excited to support The Shiras Planetarium in its service to the Upper Peninsula region, which is important for how the current and next generation impact space."

The FOSP has launched a capital campaign to raise one million dollars to rebuild the Planetarium's digital projection system. To date, over \$765,000 has been secured from the Shiras Institute, the State of Michigan, and local corporations and foundations. All contributions will support the Planetarium's renovation and, if the goal is exceeded, establish an endowment



for future equipment and technology needs. Those contributing to the project are also eligible to name a virtual star in the Planetarium's "digital galaxy", recognizing their project support.

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#### About Shiras Planetarium

Shiras Planetarium is the only fully operational planetarium within a two-hundred-mile radius of Marquette, Michigan, serving a large Upper Great Lakes region. Since their doors first opened in 1965, hundreds of thousands of K-12 and university students, community members, and visitors to Marquette have come to the Shiras Planetarium to learn more about the solar system. The Shiras Planetarium offers daily programs to schools across the U.P. and weekly programs for the public and special groups. In addition to astronomy education, the Planetarium also serves a vital role for people interested in full-dome laser projection programming and technology. The Shiras Planetarium programming is closely tied to Michigan's Science, Technology, Engineering, and Mathematics (STEM) teaching standards and affords students active learning that aids subject matter comprehension. The Shiras Planetarium's mission is to be a comprehensive community resource and cultural center for Michigan's Upper Peninsula. Learn more about the fundraiser or contribute at <https://friendsofshirasplanetarium.org/>. Learn more about Shiras Planetarium at <https://shirasplanetarium.org/>.

#### About Kall Morris Incorporated

Kall Morris Inc (KMI) is a Marquette-based space logistics company developing services to protect critical space assets. Its three co-founders, Adam Kall, Austin Morris and Troy Morris are alumni of Northern Michigan University and are dedicated to supporting space education in the local community. KMI's primary mission of orbital debris research and solution development is focused on Active Debris Removal of legacy assets: significant debris objects that are unprepared for docking, often uncontrolled, and potentially unrecognizable. KMI is leveraging in-house proprietary software, exclusive patented hardware, and essential partnerships around the world, all aligned toward keeping space clear for all. Learn more at [www.kallmorris.com](http://www.kallmorris.com).

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