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FOR IMMEDIATE RELEASE

GRADUATING SENIOR TO BUILD A MOBILE LABORATORY

New York, NY - (February 27, 2013). For his thesis project at Macaulay Honors College, Tyler Alterman '13 (Hunter/CUNY BA) is converting a truck into a laboratory on wheels called *The Think Tank*. Alterman is teaming with artists and researchers to design the new mobile education station. He pictures *The Think Tank* hitting the road in the fall of 2013, bringing researchers to schools throughout New York City to teach students about the science of the mind. With noted psychologists and neuroscientists delivering sidewalk talks, *The Think Tank* will invite people to hop aboard to learn how cognitive science can improve lives. The innovative project, developed to ignite public interest in science, has received support from the Horace W Goldsmith Scholars Program and is the focus of a crowd-funding campaign at: <http://igg.me/at/CogSciOnWheels>.

About *The Think Tank* team:

Tyler Alterman, who will graduate from Macaulay Honors College at The City University of New York this spring, is a researcher in the Department of Psychology at the New School for Social Research in New York. Tyler is a Horace W. Goldsmith Scholar, a Lisa Goldberg/Revson Scholar, a Starr Scholar and the recipient of the JK Watson Fellowship. As a Macaulay student at Hunter College, he is also enrolled in CUNY Baccalaureate for Unique and Interdisciplinary Studies (CUNY BA), the University's individualized degree, where he is designing a double major in Cognitive Science and Communication Design, working closely with two CUNY BA Faculty Mentors, Prof. Jason Young, Psychology and Prof. Tim Portlock, Film & Media, Hunter College. His cognitive science combines neuroscience, psychology, linguistics, artificial intelligence, anthropology and philosophy.

Daniel Casasanto, Ph.D., is an Assistant Professor of Psychology at the New School for Social Research. He studies how linguistic, cultural, and bodily experiences shape the brain and mind. He received his doctorate from MIT's Department of Brain and Cognitive Sciences and completed post-doctoral training at Stanford University on a National Research Service Award. Casasanto's research has been funded by the National Science Foundation, the National Institutes of Mental Health, and by a James S. McDonnell Foundation Scholar Award. He has authored over 50 scientific papers, which have been featured in such publications as *The New York Times*, *The Wall Street Journal*, *NPR*, *Scientific American*. He is a founding editor of the interdisciplinary journal *Language and Cognition*, an associate editor of *Frontiers in Cognitive Science*, and on the editorial board of the *Journal of Experimental Psychology*.

About Macaulay Honors College

Macaulay Honors College at The City University of New York offers exceptional students a uniquely personalized education with access to the vast resources of the nation's largest urban university and New York City itself. Selected for their top high school records and leadership potential, Macaulay students receive a full-tuition scholarship, a laptop and technology support, and a \$7,500 Opportunities Fund to pursue global learning and service opportunities. A Cultural Passport provides access to museums, libraries, and other treasures around New York City. Macaulay students enroll in one of eight CUNY senior colleges (Baruch, Brooklyn, City, Hunter, John Jay, Lehman, Queens and Staten Island). For more information, see macaulay.cuny.edu.

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