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## Education and public outreach of the Pierre Auger Observatory

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The scale and scope of the physics studied at the Pierre Auger Observatory continue to offer significant opportunities for original outreach work. Education, outreach and public relations of the Auger Collaboration are coordinated in a separate task whose goals are to encourage and support a wide range of education and outreach efforts that link schools and the public with the Auger scientists and the science of cosmic rays, particle physics, and associated technologies. The presentation will focus on the impact of the collaboration in Mendoza Province, Argentina. The Auger Visitor Center in Malargüe has hosted over 105,000 visitors since 2001, and a sixth Collaboration-sponsored science fair was held on the Observatory campus in November 2016. The seventh will be hosted next November. Numerous online resources, video documentaries, and animations of extensive air showers have been created for wide public release. Increasingly, collaborators draw on these resources to develop Auger related displays and outreach events at their institutions and in public settings to disseminate the science and successes of the Observatory worldwide. The presentation will also highlight the impact of the recently renovated Visitor Center, configured now to allow self-guided tours, which has increased the visitor count over the last year and provided a boost to local outreach.

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