



2022  
**Press Kit**



# Table of Contents

Hey, we love press. Here's everything you need to put your story together, as well as how to reach us.

If there is anything that you need that is not found in this document, please reach out to Sarah Nickell at [media@spaceforhumanity](mailto:media@spaceforhumanity).

**3** About

**5** Team

**11** Fact Sheet

**13** FAQs

**17** Logos & Style Guide

**19** Images

**21** Contact Information

**23** Social

**25** Press Releases & Coverage

# About

# About

## Boilerplate

### *About Space for Humanity*

Space for Humanity is expanding access to space for all of humanity. We are organizing the planet's first Sponsored Citizen Astronaut Program, where leaders, from any walk of life, can apply for an opportunity to go to space and experience the Overview Effect: the cognitive shift in awareness that occurs when a human being looks down on the Earth from space.

Through our citizen spaceflight program, leadership training, and collaborative efforts to educate the public, we are setting the stage to create the world we want, both here on Earth and throughout the cosmos. We are ranked in the top 100 non-profits globally, in terms of online engagement. For more information, please visit [www.spaceforhumanity.org](http://www.spaceforhumanity.org).

## About Us

- Space for Humanity is organizing the planet's first Sponsored Citizen Astronaut Program, where leaders, from any walk of life, can apply for an opportunity to go to space and experience the Overview Effect: the cognitive shift in awareness that occurs when a human being looks down on the Earth from space.
- Since the beginning, astronaut missions have focused on science and exploration. But one of their most profound discoveries is the cognitive shift they experience from looking back at Earth from space.
- Space for Humanity is sponsoring a group of exceptional leaders to join the world's first Citizen Astronaut Program. Applicants will be selected by a diverse committee to enter into our Leadership Training & Cohort program.
- Through our citizen spaceflight program, leadership training, and collaborative efforts to educate the public, we are setting the stage to create the world we want, both here on Earth and throughout the cosmos.
- Space for Humanity's goals are to leverage the transformational power of the overview effect to enact positive change. We are conducting research to support the effect's emergence as a viable strategy for positive social, economic, political, and environmental impact on Earth.
- We believe our future in space will be determined by who we resolve to be on Earth, today.

# Team



# Team

**Dylan Taylor**, *Chairman & Founder*



- Dylan Taylor is a global business leader and philanthropist. He is an active pioneer in the space exploration industry as a CEO, investor, thought leader and futurist. Currently, Dylan serves as Chairman & CEO of Voyager Space Holdings, a multi-national space holding firm that acquires and integrates leading space exploration enterprises globally.
- Dylan has been cited by Harvard University, SpaceNews, the BBC, Pitchbook, CNBC and others as having played a seminal role in the growth of the private space industry. As an early-stage investor in more than 50 emerging ventures, including Accion, Kepler, York, Astrobotic, Made in Space, Relativity, and Planet, Dylan is widely considered the most active private space investor in the world.
- Dylan's technical background, global business experience and unbridled passion for space make him a unique figure within his industry. He regularly speaks

and writes about the future of the space economy and is sought after by the media for his expertise in the financial aspects of space investing as well as industry dynamics. As a writer and columnist, he has written several widely read pieces on the future of the space industry for SpaceNews, ROOM and Apogeo Spatial. As a speaker, Dylan has keynoted many of the major space conferences and has appeared regularly on Bloomberg, Fox Business and CNBC.

- Dylan is a leading advocate of space manufacturing and the utilization of in-space resources to further space exploration and settlement. In 2017 he became the first private citizen to manufacture an item in space when the gravity meter he co-designed and commissioned was 3D printed on the International Space Station. The historic item is now housed in the Museum of Science and Industry in Chicago.

# Team

**Rachel Lyons**, *Executive Director*



- Rachel Lyons is a key advocate in the advancement of space technology and exploration.
- Lyons is the Executive Director of Space For Humanity, organization which aims to use the spaceflight experience as a way to expand our perspective on Earth. Under her leadership, Space For Humanity has received public support from some of the space industry's most prominent and influential leaders including Richard Branson, Jeff Bezos' Blue Origin, NASA astronauts and others. During her tenure, Lyons' team has cultivated a highly engaged online community of millions across the globe.
- Lyons is the former Vice-Chair of the Board of Directors of Students for the Exploration and Development of Space—USA, the world's largest student-run space non-profit, enabling students from all over the world to get involved with space.
- Lyons is a public speaker and former radio host, and has been featured in outlets including NPR, ABC News, The Washington Post, Cheddar News, Ars Technica, Yahoo! Finance, and has spoken in front of large audiences at dozens of events around the world.
- Ultimately, Lyons believes that if we, as individuals, take on a grander perspective, we can contribute to greater societal change. She works to expand her perspective every day through leadership training, spending time in nature, learning about space, movement, and dance. It is her wish that people from all over the world understand we are part of something much greater and in turn use that perspective to treat each other and our planet with deeper respect.

# Team Quotes



**Dylan Taylor**

Founder & Chairman of the Board at Space for Humanity, Chairman & CEO, Voyager Space Holdings

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"You can tell the depth of a person based on the quality of the questions they ask. We can measure the depth of humanity by a similar method. Space compels us to ask deeper questions and what Space For Humanity is doing is working to expand the opportunity for more people to shift their perspective to then catalyze meaningful conversations that ideally spark positive change."



**Claudia Welss**

Board Chairman, Institute of Noetic Sciences

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"I'm drawn to Space For Humanity's mission because it directly aligns with the work I've done throughout my career in bridging practical consciousness research with social and technological innovations for accelerating humanity's evolution. Democratizing the opportunity for a profound "Overview Effect" experience by seeing Earth from space – and then living from that expanded perception as a crew member of Spaceship Earth – opens another door to an important transformation that can liberate our leadership and allow us to make urgent and meaningful impact in our communities, our world, and what lies beyond."



**Matthew J. Kuta**

Co-Founder, President, and Chief Operating Officer of Voyager Space Holdings

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"The commercial space sector is at an exciting inflection point and with continued growth of the sector comes expanded access to space. Space For Humanity's mission to broaden that access to a more diverse set of individuals will play a crucial role in successfully democratizing space and preventing the final frontier from becoming a place reserved only for a privileged few."



# Team Quotes



**Sarah Cruddas**

Host of Contact on Discovery Channel  
& Science Channel

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"Space for me is as much a search for meaning as it is about science. All of us are privileged to be alive in a time where space exploration is no longer something that is dreamed about, but instead something which is happening now. But if we are to succeed exploring beyond Earth, 'space' needs to be for everybody. We cannot afford to leave anyone behind. I am so proud to work with Space for Humanity to help democratise access to space, while helping to educate the public on the critical impact that increased access to space will have."



**Andrew Aldrin**

Director of the Aldrin Space Institute at  
Florida Institute of Technology

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"Space unites us in a way that nothing else can and the people who are lucky enough to go to space return better equipped and more motivated to create a sustainable future. Space For Humanity is paving the way for a new kind of Overview Leader that I believe will truly benefit the world in dramatic ways."



**Nicole Stott**

Former NASA Astronaut, Engineer,  
Artist, Philanthropist

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"Even five minutes of weightlessness while experiencing the stunning view of our home planet from space could be life changing, but the view alone is not enough to change the world. For all who are blessed to experience the Overview Effect, what leads you to that transformational event and what you do with that experience that you bring back to Earth is what will make the difference. Space for Humanity participants understand this, and already are living their lives as crewmates here on Spaceship Earth."

# Team Quotes



**Livingston Holder, Jr.**

USAF astronaut in the Manned Spaceflight Engineer Program

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“Some of my most impactful memories from my childhood were watching astronauts circle the earth and step on the moon. Even though I didn’t see any astronauts that looked like me, I was convinced that I could become one. Accordingly, I am passionate about creating more opportunities for children of color to find their place in science, engineering and exploration. Space For Humanity’s commitment to expanding space access to a more diverse group of people is a very important mission that I’m exceedingly proud to support.”



**Alan Stern**

Lead, NASA’s New Horizons Mission

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“Exploring space has already pushed us far beyond what we thought was possible. It’s helped us understand more about our place in the cosmos and what it means to be human. The opportunity for space exploration is the next step in humanity’s journey to expanding our perspective and using that experience to foster a culture of interconnectedness here on Earth.”

# Fact Sheet

# Fact Sheet

- Founded by Dylan Taylor in 2017, Space For Humanity is a US located 501(c)(3) nonprofit organization based in Denver, CO.
- Space For Humanity's mission is to expand access to space for all of humanity.
- Space For Humanity's programs include the planet's first Citizen Astronaut Sponsorship Program and Overview Leadership Program; research reports and resources; community collaborations and partnerships; a podcast titled "Overview Sessions" and launch parties and events featuring guest panelists and expert conversations.
- Space For Humanity's Citizen Astronaut Program includes a sponsored ticket, overview leadership program training and access to an overview cohort network.
- Space For Humanity has 6 full time employees and contractors as well as a team of volunteers that donate their time to support the organization's audacious mission.
- Space For Humanity has a robust board of advisors including four former astronauts, leaders at NASA, scientists, engineers and leaders in the commercial space sector.
- Space For Humanity is ranked in the top 100 non-profits globally, in terms of online engagement.

An aerial photograph of a large river delta with turquoise water. The river branches out into a complex network of smaller channels and distributaries. The surrounding land is a mix of green vegetation and brownish soil. The overall scene is captured from a high angle, looking down at the water and land.

# FAQs

# FAQs

## How does the program work?

- Space for Humanity is sponsoring a group of exceptional leaders to join the world's first Citizen Astronaut Program. Applicants will be selected by a diverse committee to enter into our Leadership Training & Cohort program. Upon return, we support you to lead from an Overview Perspective here on Earth.
- We are looking for change-makers from all walks of life: those who can share an Overview-informed worldview far and wide, creating a ripple effect. We're after a global paradigm shift, and seeking partners who will make it happen.

## How will you be selecting which leaders are lucky enough to be sent to space through S4H?

- We begin with an application process followed by a thorough vetting and interview process carried out by a diverse committee. The application process looks for individuals who exhibit a strong and clear commitment to the mission of Space for Humanity, demonstrated leadership skills, and have unique and altruistic personal stories, passions, and platforms.
- The Citizen Astronaut Program selection process is orchestrated by the Space for Humanity team, advisors, researchers, and our Overview Leadership Training partners. It is imperative that a global team from diverse backgrounds evaluate the applications to ensure inclusivity.

## What are the application requirements?

- 18+ years old.
- Proficient in English
- Passion for humanity and a desire to positively impact the world
- Currently serving in a community leadership role
- Clear understanding and commitment to Space for Humanity mission
- Demonstrated leadership and effective communication skills
- Effective and compelling communicator
- Self motivated problem solver
- Authentic, open and empathetic

## Why do I have to speak English to apply?

- English is the official language of aviation, so for now, all Space for Humanity applicants must speak English so that they can communicate with ground crew.

# FAQs

## How can I increase my chances of being selected?

- Your application should inspire and show us your passion! Be original, creative, and honest as to why you should be selected for this incredible opportunity. Take the application seriously, and let your personality shine! Before you apply, think about how the mission might change you, and how you intend to bring these insights and experiences back to your community. Tell us your story: *How will you create a **lasting positive impact** on society if we select you to go to space?*

## How much do flights cost?

- Depending on the flight provider, there are a range of prices. Public prices currently range from \$50K to \$450K.

## Who are you flying with? When?

- As an organization we are vehicle agnostic. With the speed at which advances in commercial space and human spaceflight are moving we will continue to expand our launch providers in lockstep to support our goal of truly democratizing space.
- At this point, we intend to fly with both Blue Origin, Virgin Galactic, World View, and Space Perspective.

## You're not sending people to space for another few years, what are you doing in the meantime?

- Until we are at the point where sending citizen astronauts to space is a reality, we are focused on continuing our work to expand access to space, train leaders of tomorrow and contribute to a culture of interconnectedness through a variety of programs.

## Where do your funds come from?

- As a not-for-profit organization, our funds come from generous donors, corporate sponsors, and grants.
- Every level of donation is used to help us fund our Citizen Astronaut Program and support our community of dedicated teammates, volunteers, and interns that show up every day to help ensure an inclusive future in space for all of humanity.

# FAQs

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## How is the flight financed?

- The flights are financed by a combination of donations from generous future/past commercial astronauts, as well as S4H general funding.

## Who is on the selection committee, and how are the Citizen Astronauts selected?

- S4H's Citizen Astronaut Program (CAP) selection process is a comprehensive review of an applicant's leadership, impact, and community development experience and skills. Applicants must demonstrate character, competence, confidence, caring, connection, and contribution as well as pass a series of background checks and health screenings. S4H's diverse selection committee is comprised of members from the inclusion council, research team, and board members. The committee uses rubrics to score applicants within each of the previously listed categories. Finalists then complete a series of interviews with the selection committee and ultimately our Citizen Astronaut(s) are selected.

## When are applications open again?

- We will open our next round of applications in 2023.

## Is this a contest?

- No. Space for Humanity's cohort program is comparable to a fellowship, where individuals are selected based on commitment to the mission and potential for impact. After their flight, they will commit themselves to a year or more of impact work in their communities.

## What exactly is an ambassador?

- Our ambassadors are people who represent the Overview Effect in their lives, in their own unique ways.





# Logo & Style Guide

# Logo & Style Guide

## Logos



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## Style Guide



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Images

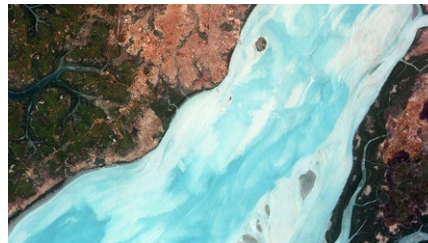
# Images



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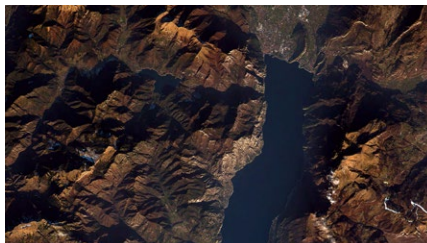
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# Contact Info

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## Media Contact

Sarah Nickell  
media@spaceforhumanity.org  
303-895-5673

## Space for Humanity

1624 Market Street  
STE 226 #41754  
Denver, CO 80202

# Social



# Social

## Accounts

[Twitter](#) (@SpaceHumanity)

[Facebook](#)

[Instagram](#) (@SpaceHumanity)

[LinkedIn](#)

## Hashtags

### • Mission Related

#Space #science #nasa #cosmos #exploration  
#universe #astronauts #solarsystem #rockets  
#engineers #physics #explorer #wanderer #planet  
#esa #engineering #beoing #elonmusk #spacex  
#jeffbezos #richardbranson #earth

### • Generic Space/Night Sky

#Space #science #cosmos #astronomy #astrophysics  
#universe #milkyway #solarsystem #nightsky #physics  
#perspective #astrophotography #nightphotography  
#explorer #wanderer #nightphoto #stargazer  
#cosmicperspective #stars

### • Space For Humanity Branding

#SpaceForHumanity #S4H #IntoTheStars  
#HumansOfOurPlanet #OverviewEffect

### • Suggested

#Space #science #solarsystem #perspective  
#exploration #wanderer #planetearth  
#humansofourplanet #spaceforhumanity #intothestars



# Press Releases & Coverage

# Press Releases & Coverage

## 2021

Space Foundation To Present New Generation Space Leaders Panel: 'Space and Systems Change' on Symposium 365 Digital Platform  
- *Space Ref*

The purge of the HI-SEAS habitat – Commander's report: lunar day 2  
- *Space.com*

The future of space tourism: op-ed  
- *Space.com*

How the Future of Spaceflight Will Shape Life on Earth  
- *Yahoo! Finance*

Why Billionaires Are Fueling The Space Race And How It Will Help Humanity  
- *Worth*

## 2020

Space for Humanity Expands Leadership  
- *Space Ref*

When we talk about space, we're just talking about our future  
- *Modern Diplomacy*

Rachel Lyons: Shaping the future of humanity in space  
- *Modern Diplomacy*

Space for Humanity with Rachel Lyons  
- *Radio.com*

Why This Former 'Glamour' Woman Of The Year Wants To Be The First Woman On The Moon  
- *Forbes*

Space for Humanity Halo Event  
- *Medium*

## 2019

Apply For All-expense-paid Trip To Space!!!  
- *Space in Africa*

Apply for an All-expense-paid Trip to Space with Space for Humanity  
- *Opportunity Desk*

Apply to Fly to Space with Space for Humanity  
- *Space in Africa*

Space for Humanity seeks citizen astronauts  
- *Cosmic Log*

On Apollo 11 anniversary, Space for Humanity invites 'regular people' to go to space  
- *Cision PR Newswire*

Space for Humanity sends out a global call for citizen astronauts with a cause  
- *Geekwire*