

**Ector County Independent School District**  
(432) 456-0000  
802 N. Sam Houston Ave.  
Odessa, Texas 79761  
[www.ectorcountyisd.org](http://www.ectorcountyisd.org)



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Mike Adkins  
Public Information Officer  
Date: May 9, 2017

## **FOR IMMEDIATE RELEASE**

### **Weird, wonderful whales**

PICK Education is committed to bringing real science, technology and exploration to the students and staff of Ector County ISD. It started last October with a visit from world renowned photographer and biochemist, Dr. Igor Siwanowicz, who since 2011 has studied the intricacies of neuroanatomy. It continued in November when White House Champion of Change Dr. Greg Gage demonstrated “Backyard Brains,” a do-it-yourself neuroscience initiative for kids using off-the-shelf electronics in kits that give insight into the workings of the nervous system. The next PICK Education extravaganza is coming up next week with Dr. Joy Reidenberg, a world renowned anatomist who was featured in the series *Inside Nature’s Giants*, in which she dissected some of the world’s largest animals. She will be demonstrating whale anatomy using both modern and fossil samples of whale bones.

Dr. Reidenberg’s visit to Odessa is the finale of an unforgettable three-day event. Here is the agenda:

May 15 and 16 will be a Fossil Exploration professional development field trip for a group of eleven ECISD teachers, administrators, Dr. Joy Reidenberg and field experts from the Dallas Paleontological Society. Day one will be spent on a ranch in Spring Creek, north of Denton, searching for cretaceous fossils. Day two is a trip to an older fossil site in Jacksboro to hunt for more ancient critters. Their searches will be videotaped and will become resources for all ECISD teachers to use. Teachers and administrators will share their fossil findings with the entire district as a hands-on learning tool.

On Wednesday, May 17, Dr. Reidenberg will present *Weird & Wonderful Whales* at the Odessa High School Performing Arts Center (1301 N. Dotsy) from 9:30-10:45 a.m. Administrators, teachers, and students will be in attendance, including a group of students from Plains ISD. This presentation will also be featured on a Twitter Live feed.

For more information about this release please contact ECISD Innovation office at 432-456-0992 or email [jason.obsorne@ectorcountyisd.org](mailto:jason.obsorne@ectorcountyisd.org) and [gabriela.granado@ectorcountyisd.org](mailto:gabriela.granado@ectorcountyisd.org).

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## More about Dr. Joy Reidenberg:

Joy S. Reidenberg, Ph.D. is a Professor at Icahn School of Medicine at Mount Sinai, NY, and Adjunct Professor at New York College of Podiatric Medicine. She attended Cornell University (B.A., 1983), and Mount Sinai's Graduate Program in Biomedical Sciences (M.Phil., 1986; Ph.D., 1988). She teaches medical/graduate students (anatomy, embryology, histology, imaging). Her research focuses on comparative anatomy of animals adapted to environmental extremes (particularly marine mammals). Reidenberg has been featured in many interviews (e.g., *Nature*, *New York Times-Science Times*, *O the Oprah Magazine*), and TED talks. She is probably most famous for her work on television, being a presenter for several TV science documentary series such as: *Inside Nature's Giants* (aired on NatGeoWild, PBS, and internationally), *Sex in the Wild* (aired on PBS and internationally), *Big Blue Live* (aired on PBS and BBC), *Brave New World with Stephen Hawking* (aired on Discovery Channel and Science Channel), *The Science of Whales* (aired on Discovery Channel), *Cracking the Humpback Code* (aired on National Geographic), *Decoding Humpbacks* (aired on Animal Planet's Wild Kingdom), *Whale Communication* (aired on Daily Planet's Discovery News), and *Jimmy and the Whale Whisperer* (aired on BBC World Wide).

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