

INTERNATIONAL BUSINESS TIMES

THURSDAY, JULY 30, 2015 AS OF 8:26 AM EDT

SUBSCRIBE (/NEWSLETTERS) US EDITION

f t in g+ | <http://www.ibtimes.com>
<http://www.ibtimes.com>
<http://www.ibtimes.com>
<http://www.ibtimes.com>
<http://www.ibtimes.com>

- Home (/)
- Politics ▾
- Economy ▾
- Markets / Finance ▾
- Companies ▾
- Technology ▾
- Media & Culture ▾
- Video ▾

India Edition
<http://www.ibtimes.co.in/>

Italy Edition
<http://it.ibtimes.com>

Japan Edition
<http://jp.ibtimes.com>

U.K. Edition
<http://www.ibtimes.co.uk>



TECHNOLOGY
[HTTP://WWW.IBTIMES.COM/TECHNOLOGY](http://www.ibtimes.com/technology)

SCIENCE
[HTTP://WWW.IBTIMES.COM/TECHNOLOGY/SCIENCE](http://www.ibtimes.com/technology/science)

Asteroid Day 2015: Experts Call For Acceleration In Efforts To Detect, Track Near-Earth Asteroids

By Avaneesh Pandey (/reporters/avaneesh-pandey) [@avaneeshp88](https://twitter.com/avaneeshp88)
<http://www.twitter.com/avaneeshp88> a.pandey@ibtimes.com
<mailto:a.pandey@ibtimes.com> on June 30 2015 7:45 AM EDT

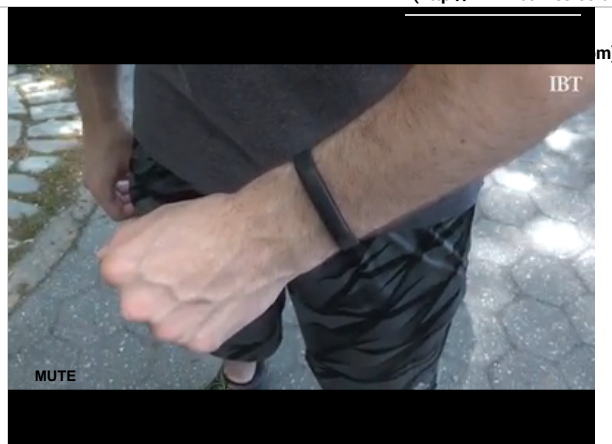
33

17



Marking the world's first "Asteroid Day," a team of scientists, technologists, astronomers and artists have signed a declaration calling for a hundred-fold increase in the discovery and tracking of near-Earth asteroids over the next 10 years. Pictured: An artist's concept shows the immediate aftermath of a large asteroid impact around NGC 2547-ID8, a 35-million-year-old sun-like star. NASA/JPL-Caltech

Despite what the 1998 Hollywood movie "Armageddon" showed, countering the potential threat posed to Earth by asteroids is not a job Bruce Willis can do on his own. Realizing this, a team of scientists, technologists, astronomers and artists have signed a declaration calling for a hundred-fold increase in the discovery and tracking of near-Earth asteroids over the next 10 years.



Hootsuite
 All your social networks in one place. Seriously, all them.
 30-day FREE trial »

Start searching



The so-called “100X (<http://www.asteroidday.org/declaration/>) Declaration (<http://www.asteroidday.org/declaration/>)” -- released to mark the world’s first “Asteroid Day” -- has been already signed by a host of luminaries, including Bill Nye, Chris Hadfield, Brian Cox, Richard Dawkins and Soviet cosmonaut Alexey Leonov.

Content-break

Learn more Festival season headline act: interview with Juliet Russell



Serial entrepreneur Juliet Russell has a few strings to her bow. As a vocal coach, she has worked with the likes of Damon Albarn and Paloma Faith. As co-founder of the hugely successful Salon London events, she has brought together some of the world’s leading thinkers and innovators for audiences to explore ‘new ideas in those areas that make a difference to people’s lives’.


Click through to find out more

Learn more



Want a slot at a festival for your small business? Juliet Russell, co-founder of the Also festival, says it’s all about building relationships. Watch this video for more essential advice about picking the right festival and how to get there. Want more? Visit the O2 Business Blog.

(http://adbreak-1124610337.us-east-1.elb.amazonaws.com/redirectclicks.php?redirectAdsp=http%3A%2F%2Fservedby.o2.co.uk%2Fclick%2F6%2F49777%3Click&resolution=&keyword_data=&domain=www.ibtimes.com&path=http://day-2015-experts-call-acceleration-efforts-detect-track-near-earth-asteroids-1989620) (http://adbreak-1124610337.us-east-1.elb.amazonaws.com/redirectclicks.php?redirectAdsp=http%3A%2F%2Fservedby.o2.co.uk%2Fclick%2F6%2F49777%3day-2015-experts-call-acceleration-efforts-detect-track-near-earth-asteroids-1989620&audience=&general=&click_title=Teaser%20Click&resolution=&key)



“There are a million asteroids in our solar system that have the potential to strike Earth and destroy a city, yet we have discovered less than 10,000 -- just one percent -- of them,” the declaration states. “We have the technology to change that situation.”

Asteroids, the large, rocky objects orbiting the sun, are remnants of our solar system’s turbulent, formative years. In addition to the asteroids that make up the asteroid belt between Mars and Jupiter, there is a swarm of bodies that cross the Earth’s orbit. These near-Earth asteroids are the ones that have the potential to strike the planet and destroy a city, the scientists warned.

You May Also Like

Maddie Ziegler Has Not Signed On For 'Dance Moms' Season 6

Donald Trump Compliments Obama, Says He 'Loved When He Started To Sing' After Charleston...

Cristina Kirchner Scandal: Jewish Argentinians Troubled By President's Anti-Semitic...

Brits are outraged over our prices
The Smartphone Company Sponsored

Learn more

Powered by

for you

Will Your Pension Last?



If you have a £250,000 portfolio download the must-read guide by *Forbes* columnist K Fisher's firm. It's called "The 15-Mir Retirement Plan."

Click Here to Download Your Guide

FISHER INVESTMENT

Latest News



(/drone-strikes-kill-20-isis-fighters-afghanistan-2031400?rel=latest1)
Politics (/politics)
Drone Strikes Kill 20 ISIS Fighters In Afghanistan (/drone-strikes-kill-20-isis-fighters-afghanistan-2031400?rel=latest1)



(/royal-dutch-shell-axe-6500-jobs-oil-prices-slump-2031365?rel=latest2)
Companies (/companies)
Royal Dutch Shell To Slash 6,500 Jobs (/royal-dutch-shell-axe-6500-jobs-oil-prices-slump-2031365?rel=latest2)



(/russia-says-its-



(/ai-weiwei-chinese-

“An asteroid 140 meters across (one that would fit inside a high school sports stadium) packs an impact energy of about 100 megatons of TNT, which is nearly five times larger than all the bombs used in WWII,” organizers of the Asteroid Day events said, in a [statement](#) (<http://www.asteroidday.org/learn/>) posted on their website. “The consequences of such an impact would be devastating, especially in today’s highly interconnected world, let alone the direct destruction in the area of impact.”

Although Earth, in its 4.5-billion year history, has been regularly pummeled -- and even shaped -- by asteroids, the largest event in recorded history took place on June 30, 1908, when an asteroid, about 130 feet in diameter, exploded over Tunguska in Siberia. The “Tunguska event” is believed to have flattened 800 square miles of the Siberian forest.

“Had the impact occurred in a more populated region of the planet, say New York or London, millions of people would have been killed without any warning,” the organizers said in the statement.

Asteroid Day, which marks the anniversary of the Tunguska event, aims to raise awareness about the importance of monitoring asteroids through a [series of events](#) (<http://www.asteroidday.org/asteroid-day-events/>) across the globe. Scientists hope that a number of proposed projects, including NASA’s Neocam, University of Hawaii’s Asteroid Terrestrial-Impact Last Alert System (Atlas), and the privately funded Sentinel Space Telescope, would significantly advance the capability to prevent asteroid impacts.

“We are optimistic that Asteroid Day will bring an informed focus on the need to allocate more resources to finding and tracking NEOs [Near-Earth Objects]. The orbits of these objects need to be accurately determined so that we can identify whether any of them presents an impact threat to our planet in the next 100 years,” the organizers said.

Submit Correction

33

17

Related

Like 368k

Follow @ibtimes

- [NASA Hopes Nuclear Weapons Are Enough To Destroy Asteroids \(/nasa-destroying-asteroids-nuclear-missiles-monitoring-russian-satellites-among-us-1984479?rel=rel1\)](#)
- [NASA's New App Allows You To Hunt Asteroids Through Your PC \(/nasa-releases-new-asteroid-detection-software-amateur-astronomers-1847946?rel=rel2\)](#)

Sell Your Car Today

Update Your Recent Valuation & Sell Your Car Today at [Webuyanycar.com!](http://Webuyanycar.com/)

Sponsored From Around the Web

ADVERTISEMENT

[committed-investigation-mh17-crash-after-vetoing-un-resolution-2031268?rel=latest3](#)
Politics (/politics)
Russia Says It is Committed To Full Investigation Of MH17 Crash (/russia-says-its-committed-investigation-mh17-crash-after-vetoing-un-resolution-2031268?rel=latest3)

[dissident-artist-denied-uk-business-visa-over-criminal-history-2031255?rel=latest4](#)
Politics (/politics)
Ai Weiwei Denied UK Business Visa Over 'Criminal' Past (/ai-weiwei-chinese-dissident-artist-denied-uk-business-visa-over-criminal-history-2031255?rel=latest4)



Most Read

Most Shared

1. [Obama Names Nigerian Oil Thieves: Report \(http://www.ibtimes.com/obama-gives-nigerian-president-buhari-names-oil-thieves-goodluck-jonathan-2029472?rel=most_read1\)](#)
2. [Bobbi Kristina Brown's Favorite Whitney Houston Songs \(http://www.ibtimes.com/bobbi-kristina-brown-funeral-arrangements-her-favorite-whitney-houston-songs-might-2028845?rel=most_read2\)](#)
3. [Drake Blasts Meek Mill In New Rap Feud \(http://www.ibtimes.com/listen-drake-diss-meek-mill-back-back-freestyle-rappers-beef-over-nicki-minaj-2029441?rel=most_read3\)](#)
4. [Read Obama's Historic African Union Address \(http://www.ibtimes.com/obama-african-union-speech-ethiopia-transcript-historic-address-full-text-2027939?rel=most_read4\)](#)
5. [Marine Infantry Could Switch From M16 To M4 Weapons \(http://www.ibtimes.com/marine-leaders-endorse-switch-m16-m4-weapons-better-modern-warfare-2027741?rel=most_read5\)](#)
6. [Dentist Who Killed Lion Faces Death Threats \(http://www.ibtimes.com/who-walter-palmer-dentist-identified-cecil-lion-killer-bombarded-death-threats-2028044?rel=most_read6\)](#)
7. [Earnings Buzz: Twitter, Facebook, LinkedIn \(http://www.ibtimes.com/earnings-buzz-twitter-inc-twtr-facebook-inc-fb-linkedin-corp-lnk-2028461?rel=most_read7\)](#)
8. [Jewish Students Experienced Anti-Semitism On Campus: Study \(http://www.ibtimes.com/anti-semitism-campus-most-jewish-students-feel-discriminated-against-new-study-finds-2027557?rel=most_read8\)](#)
9. [High Costs Challenge Viability Of State Health Exchanges \(http://www.ibtimes.com/rising-cost-health-care-obamacare-insurance-premiums-](#)



(http://www.fashionsty and-knox-jolie-pitt-are-all-grown-up?utm_source=contenta
Vivienne and Knox Jolie-Pitt Are All Grown Up (http://www.fashionstylemag.com/2015/celebrity/vivienne-and-knox-jolie-pitt-are-all-grown-up?utm_source=contentad&utm_campaign=Celebrity) *fashionstylemag.com*

(http://go.2thisoffer.co 2908-411f-8457-7216e1b85720?domainid=2750&campaignid=15757&adid=1354648) *Fit Mom Digest*

(http://trackit.skyhighc c646-4934-bac1-4eb60aee5671?source=2750&campaignid=1254029) *Health Mom Daily*

(http://fashion-underground.uk/392/celebrity-babies?utm_source=contentad&utm_medium=referral&utm_content=2750) *fashion-underground.uk*

10 Ugly Babies Who Grew Up to Be Hot Celebrities (http://fashion-underground.uk/392/ugly-celebrity-babies?utm_source=contentad&utm_medium=referral&utm_content=2750) *fashion-underground.uk*



(http://hypster.guru/81 wont-believe-how-these-child-stars-look-today?utm_source=contenta
10 Child Actors Who Ruined Their Lives (http://hypster.guru/8125/you-wont-believe-how-these-child-stars-look-today?utm_source=contentad&utm_medium=referral&utm_campaign=Child Stars&utm_content=2750) *hypster.guru*

(http://www.fashionsty reasons-why-the-queen-is-not-keen-on-kate-middleton?utm_source=contenta
17 Reasons Why the Queen Is Not Keen on Kate Middleton (http://www.fashionstylemag.com/2015/celebrity/17-reasons-why-the-queen-is-not-keen-on-kate-middleton?utm_source=contentad&utm_campaign=HOT10) *fashionstylemag.com*

(http://secure.trk361.c d04c-4447-a430-d5a7cfa2a51c?did=2750&cid=13720) *Un Biased Reviews*

How Brits Are Getting the iPhone 6 for Only £1 (http://secure.trk361.com/8e0f155a-d04c-4447-a430-d5a7cfa2a51c?did=2750&cid=13720&adid=1318061) *Un Biased Reviews*

(http://hilarious.com/% will-not-believe-that-this-woman-has-been-pregnant-for-two-years?utm_source=contenta
Meet the Woman Who Has Been Pregnant for 2 Years (http://hilarious.com/2015/06/17/you-will-not-believe-that-this-woman-has-been-pregnant-for-two-years?utm_source=contentad&utm_medium=cpc&utm_campaign=hilarious&pub_id=2750) *Hilarious*

increase-state-exchanges-face-2027758?rel=most_read9)

10. Russia Test-Fires Iskander-M Tactical Missile Systems (http://www.ibtimes.com/russia-successfully-test-fires-iskander-m-tactical-missile-systems-2029195?rel=most_read10)

Follow Us

Enter Your Email

Subscribe

? (https://www.content.ad/AboutUs.aspx?utm_medium=modal&utm_source=widget_10726)

Find out more →

Loans are subject to status and you'll be charged a fee if you repay your loan early. Eligibility criteria apply. Barclays Bank PLC, 1 Churchill Place, London E14 5HP

Join the Discussion

0 Comments

Sort by Newest



Add a comment...

Facebook Comments Plugin

[Home \(/\)](#)
[Politics \(/politics\)](#)
[Economy \(/economy\)](#)
[Markets / Finance \(/markets-finance\)](#)
[Companies \(/companies\)](#)
[Technology \(/technology\)](#)
[Media & Culture \(/media-culture\)](#)
[Sports \(/sports\)](#)
[Video \(http://tv.ibtimes.com\)](#)

[About Us \(/corporate/about\)](#)
[Leadership \(/corporate/leadership\)](#)
[Advertise with Us \(/corporate/advertise-with-us\)](#)

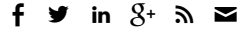
[Self-Serve Advertising \(https://selfserveads.ibtimes.com/\)](https://selfserveads.ibtimes.com/)
[Media Kit \(http://s1.ibtimes.com/sites/www.ibtimes.com/files/about/ibtmedia_mediakit2015_1.1.pdf\)](http://s1.ibtimes.com/sites/www.ibtimes.com/files/about/ibtmedia_mediakit2015_1.1.pdf)

[Contact \(/corporate/contact\)](#)
[Careers \(/corporate/careers\)](#)
[Terms of Service \(/corporate/terms-services\)](#)
[Privacy \(/corporate/privacy-policy\)](#)

[IBT Media \(http://corp.ibt.com\)](http://corp.ibt.com)
[Press Releases \(/press-release\)](#)
[Syndication \(http://www.ibtimes.com/sites/www.ibtimes.com/files/bizdev_deck_ver2_2.pdf\)](http://www.ibtimes.com/sites/www.ibtimes.com/files/bizdev_deck_ver2_2.pdf)

Editions:
[Australia \(http://au.ibtimes.com\)](http://au.ibtimes.com)
[China \(http://cn.ibtimes.com\)](http://cn.ibtimes.com)
[India \(http://www.ibtimes.co.in\)](http://www.ibtimes.co.in)
[Italy \(http://it.ibtimes.com\)](http://it.ibtimes.com)
[Japan \(http://jp.ibtimes.com\)](http://jp.ibtimes.com)
[U.K. \(http://www.ibtimes.co.uk\)](http://www.ibtimes.co.uk)
[U.S. \(http://www.ibtimes.com\)](http://www.ibtimes.com)

© Copyright 2015 IBT Media Inc. (<http://corp.ibt.com>) All Rights Reserved.



<http://www.ibtimes.com/ibtimes-ib-media>