

Great American Eclipse™

PRESS KIT



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Press and Media Kit

Great American Eclipse — Our story

Michael Zeiler has long had an interest in astronomy and has travelled the world to see total solar eclipses since 1991. He has had a long career in GIS (Geographic Information Systems) and developed skills in cartography and geographic analysis. In 2009, he and his family embarked on a cruise from China to see the longest total solar eclipse of the 21st century. This trip was advertised to visit the point of greatest eclipse and Michael was curious whether the ship would reach this point. Michael had searched existing eclipse maps for a suitable navigation guide, but these maps lacked a grid of latitude and longitude values, essential for location at sea without landmark references.

So, Michael decided to make his own eclipse map.

He brought this map on board and taped it on a wall of the ship. This map attracted interest from other eclipse chasers on the ship. Through new friendships, Michael was encouraged to create more eclipse maps of coming eclipses. Michael collaborated with eclipse experts Bill Kramer, Xavier Jubier, and Fred Espenak and launched the website eclipse-maps.com to host new eclipse maps of his creation. He pioneered new analytic techniques and created eclipse maps of unprecedented accuracy, incorporating precise data of lunar topography. Michael strived to create eclipse maps with both scientific rigor and cartographic beauty.

Michael had published a series of detailed eclipse maps for the 2012 annular solar eclipse. Surprisingly, this website garnered over a million views on eclipse day and he realized the great public interest in detailed maps of coming eclipses. So the very next day, he acquired the domain for his new website GreatAmericanEclipse.com in anticipation of the eclipses of 2017, 2023, and 2024 that were to visit the United States.

Together with his wife Polly White, Michael created substantial website content and store items for the total solar eclipse of August 21, 2017 across the United States from Oregon to South Carolina. Their eclipse maps became recognized for their accuracy and artistry and they developed the most comprehensive online store of eclipse-related merchandise. The media took up the phrase “Great American Eclipse” and Michael and Polly had successfully branded a celestial event!

Today, the website GreatAmericanEclipse.com is the leading informational website on coming solar eclipses, reaching the top Google page rank on most eclipse-related searches. The website highlights the 2023 and 2024 solar eclipses over the United States.

Michael Zeiler and co-author Michael Bakich, former senior editor of *Astronomy Magazine*, have together written two top selling eclipse books - the [*Field Guide to the 2023 and 2024 Solar Eclipses*](#) and the [*Atlas of Solar Eclipses — 2020 to 2045*](#). Michael also created the first-ever [solar eclipse globe](#) showing the paths of all 21st century total solar eclipses in coordination with Sky & Telescope magazine.

Michael Zeiler is an active member of the [Solar Eclipse Task Force](#) of the American Astronomical Society and chair of its Social Media and Website subcommittee.

Great American Eclipse — Contact

Michael Zeiler: michael@greatamericaneclipse.com 505.469.9335

Polly White: polly@greatamericaneclipse.com 505.206.0921

Both Zeiler and White are available for questions and interviews.

Bios are available at www.greatamericaneclipse.com/about.

Great American Eclipse has the most widely followed eclipse-related social media account with over 75,000 Facebook followers.

[Facebook](#) [Twitter](#) [Instagram](#) [YouTube](#)

Great American Eclipse — Statistics and relevant facts

GreatAmericanEclipse.com began in 2014, is co-owned by Michael Zeiler and Polly White and is based in Santa Fe, New Mexico

Average monthly website visits: 100,000+ and growing.

GreatAmericanEclipse.com consistently ranks as the #1 result for most eclipse-related Google search terms.

GreatAmericanEclipse.com has the most comprehensive eclipse-related store in the world.

Great American Eclipse has a free mobile app on both the Apple App Store and Google Play store.

The opt-in email list has over 36,000 subscribers.

“The Eclipse Daily”, an educational graphic for social media, will launch April 8, 2023 with a unique eclipse-related fact every day until eclipse day, April 8, 2024.

All [solar eclipse viewers](#) sold by Great American Eclipse are made in the USA. They are ISO & CE certified safe for direct solar viewing and manufactured by American Paper Optics.

Michael Zeiler has seen 10 total solar eclipses and 3 annular eclipses from 6 continents.

Polly White has seen 6 total solar eclipses and 1 annular eclipse from 5 continents.

Michael Zeiler has an asteroid named after him, [53253 Zeiler \(1999EV5\)](#), for his contributions to eclipse science.

The brand Great American Eclipse is trademarked: [Reg. No. 4,833,344 USPTO](#). The phrase Great American Eclipse™ and logo are trademarked on maps, apparel, eyewear, and souvenirs.

Our most recent full feature article in Astronomy Magazine is at astronomy.com/magazine/news/2023/03/where-are-the-best-places-to-see-the-2023-and-2024-solar-eclipses

Michael Zeiler has been interviewed by NPR All Things Considered, CNN, Washington Post, FiveThirtyEight, Forbes, Travel & Leisure, Space.com, and other [press outlets](#).

Great American Eclipse — Media downloads

We provide over a gigabyte of media content — maps, animations, and images — for print, web, broadcast, and social media use. Find this repository of content at tinyurl.com/GAEmaps

Quick facts about the Annular Solar Eclipse on October 14, 2023

- An annular solar eclipse occurs when the apparent size of the Moon is slightly smaller than the Sun. This results in the Sun appearing as a ring during maximum eclipse. This is why these eclipses are often called “Ring of Fire eclipse”.
- The annular solar eclipse crosses the United States from Oregon to Texas. The eclipse then proceeds to Central America and South America.
- The annular solar eclipse begins in Oregon at 9:13 am PDT and ends in Texas at 12:03 CDT.
- The longest duration of the annular solar eclipse in the United States is 4 minutes and 52 seconds at Padre Island, Texas
- 6,633,000 people live inside the path of annular solar eclipse in the United States.
- 9 states will experience the annular solar eclipse: Oregon, California, Idaho, Nevada, Utah, Arizona, Colorado, New Mexico, and Texas.
- Nearly all of the United States will experience a partial solar eclipse. Only northwestern Alaska will not see a partial solar eclipse.

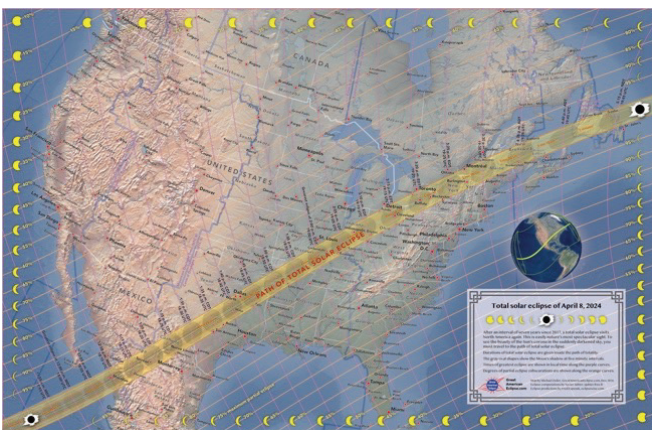
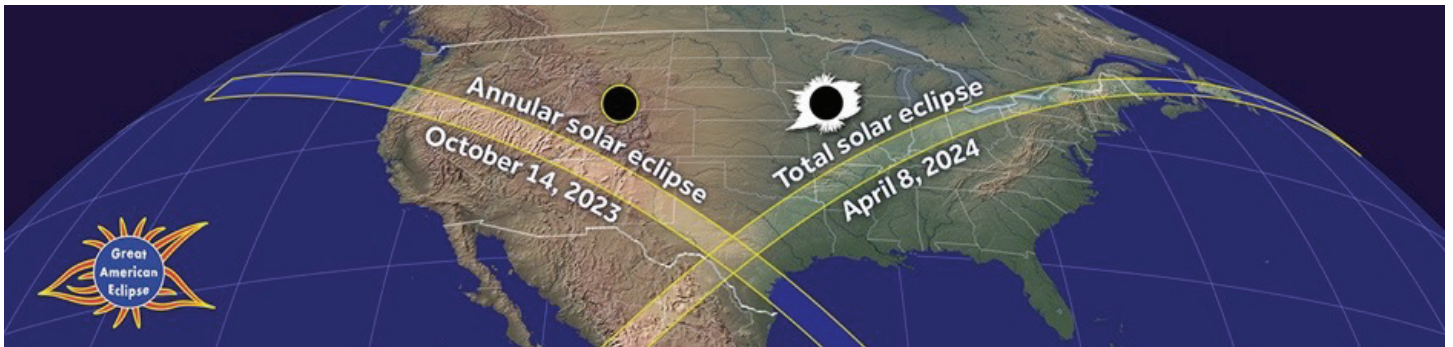
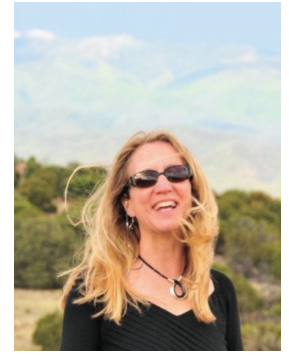
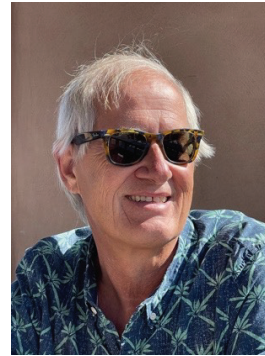


Quick facts about the Total Solar Eclipse on April 8, 2024

- A total solar eclipse happens when the Moon completely covers the Sun. When this happens, the Sun’s atmosphere, called the corona, becomes visible. The brightness of the corona is roughly that of the full Moon.
- The total solar eclipse crosses North America from Mazatlan, Mexico to Newfoundland, Canada.
- In the United States, totality will begin in Texas at 1:27 pm CDT and ends in Maine at 3:35 pm EDT.
- The longest duration of the total solar eclipse in the United States is 4 minutes and 26 seconds near Eagle Pass, Texas
- All of the contiguous United States will experience at least a partial solar eclipse.
- 31,625,000 people live inside the path of total solar eclipse in the United States.
- 15 states will experience the total solar eclipse: Texas, Oklahoma, Arkansas, Missouri, Tennessee, Kentucky, Illinois, Indiana, Ohio, Michigan, Pennsylvania, New York, Vermont, New Hampshire, and Maine.
- The major US cities inside the path of total solar eclipse are San Antonio, Austin, Dallas, Fort Worth, Indianapolis, Cleveland, Buffalo, Rochester, and Syracuse.



Great American Eclipse - Logo and frequently requested images



Solar eclipse animation videos can be found on our [YouTube channel](#).

More content available at GreatAmericanEclipse.com.

Special map requests should be emailed to Michael@greatamericaneclipse.com.