



The Ig Informal Lectures

Saturday, October 3rd, 1:00 pm

MIT 10-250, 77 Mass. Ave., Cambridge

Once again, The MIT Press Bookstore is proud to partner with some *Improbable* friends to bring you a half-afternoon of improbably funny, informative, high-spirited public lectures, in which the 2009 Ig Nobel Prize winners will attempt to explain what they did, and why they did it. Please join us!

For more information on the 2009 Ig Nobel Prize Ceremony and the Ig Informal Lectures (including last year's winners), please visit: <http://www.improbable.com/>

**All Ig Nobel Prize activities are organized by the Annals of Improbable Research.
This free event is organized in cooperation with the MIT Press Bookstore.**