



Media Advisory

Toronto children to celebrate National Chemistry Week with BASF Kids' Lab and the Chemical Institute of Canada

Organizations will show children the wonders of chemistry with live demonstrations and hands-on experiments

What: The Chemical Institute of Canada (CIC) and BASF Canada will kick off National Chemistry Week with live demonstrations and a BASF's Kids' Lab. Participants will be introduced to Chemistry through live demonstrations entitled 'Elephant's Toothpaste' and 'Rainbow Milk'.

Children will also have the opportunity to participate in the BASF Kids' Lab Playful Polymers workshop, an interactive, 45 minute session that will include a hands-on activity which allows students to explore how polymers behave using some common household ingredients. Participants will get to keep their slimy creations.

When: Saturday, October 18, 2014
2:30 p.m. – 4:00 p.m.

Where: Danforth/Coxwell Library
1675 Danforth Avenue
Toronto, ON M4C 5P2

Background: National Chemistry Week (NCW), held annually from October 18-25, is a week-long celebration of the chemical sciences in Canada. It is an opportunity for youth to experience the wonders of chemistry and for the not-so-young to appreciate the positive aspects of chemistry through hands-on experiments, games,

demonstrations, lectures, exhibitions and more. For over three years, the Toronto Section of the CIC has been hosting interactive demonstrations at public venues. This year, the CIC and BASF Canada are working together to host a public library event for children in Toronto.

Established at BASF's global headquarters in Germany in 1997, BASF Kids' Lab invites children to explore the world of chemistry through safe and fun experiments that are designed to foster an interest in science-related hobbies and, eventually, explore its career possibilities. The program was successfully launched in Canada in 2013 and has since reached over 1400 children in Ontario, Quebec and Alberta, at no cost to the schools or participants.

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About The Chemical Institute of Canada - Toronto

The Chemical Institute of Canada – Toronto (CIC-Toronto) section represents over 1000 chemical professionals within the Greater Toronto Area. with the purpose of bringing together individuals who share an interest in the chemical sciences and engineering and fostering networking opportunities. The CIC-Toronto section engages both its members and the community by participating in outreach activities and promoting science education for youth. For more information, visit www.cictorontosection.ca.

About BASF

BASF Canada, headquartered in Mississauga, Ontario, is a subsidiary of BASF SE, Ludwigshafen, Germany and an affiliate of BASF Corporation, Florham Park, New Jersey. BASF has nearly 17,000 employees in North America, and had sales of \$19.3 billion in 2013. For more information about BASF's North American operations, visit www.basf.us. To find out more about BASF's activities in Canada, visit www.basf.ca or follow us on twitter www.twitter.com/basfcanada.

At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world's leading chemical company, we combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of about €74 billion in 2013 and over 112,000 employees as of the end of the year. Further information on BASF is available on the Internet at www.basf.com.