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# News Release

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## **BASF AND LASM PARTNER TO CREATE CHEMISTRY WITH ASCENSION PARISH SCHOOLS**

### **BASF Kids' Lab offers a fun way to explore chemistry and science with hands-on experiments**

BATON ROUGE AND GEISMAR, LA, November 9, 2011– BASF and the Louisiana Art & Science Museum (LASM) are partnering to provide BASF's Kids' Lab classes to fourth grade students from the Ascension Parish School System at no cost to the students or schools. Kids' Lab offers students a fun way to explore chemistry and science with hands-on experiments. The goal of Kids' Lab is to foster science literacy by encouraging students to gain a better appreciation of and interest in the dynamic world of chemistry. The classes support state educational standards, benchmarks and grade-level expectations.

“BASF has a strong focus on science education, realizing that today's students will be the thinkers, innovators and leaders of the future,” said Tom Yura, Senior Vice President and Manager of the BASF site in Geismar. “Through our Kids' Lab program at LASM, we are creating fun with chemistry and encouraging kids to explore the connections to chemistry in the world around them.”

Each instructor-led Kids' Lab workshop at LASM offers safe and engaging chemical experiments coupled with interactive demonstrations and focused on water purification.

"Operation Filtration is a favorite activity among Ascension Parish students, as they have obtained hands-on experience with the process of water purification," said Nita Mitchell, LASM's Science Education Curator. "This exciting, relevant hands-on activity allows these young students to recognize water as one of the world's most precious resources and to learn the various methods of separation used to remove impurities from waste water."

Students also enjoy learning about the Kids' Lab mascot, morph™, a cartoon-like element that can "morph" into any of the basic forms of matter – a solid, liquid or gas. When the class is finished, children receive a lab apron, a certificate of participation and a pouch filled with other takeaway items.

Thanks to the partnership with BASF, more than 1,650 students from 16 schools are eligible to participate during the 2011–2012 school year. Currently, more than 350 students have already experienced the fun of science through Kids' Lab.

The students not only participate in the Kids' Lab program, but also receive free admission to LASM with time to explore the Ancient Egypt Gallery and the Science Station Gallery.

"BASF Kid's Lab is a terrific opportunity for LASM to expand science education offerings for schoolchildren," said Carol Gikas, Executive Director at LASM. "In a region of our state that has such a high concentration of petro-chemical industry, it is important that LASM do its part in helping students gain science literacy. We are pleased BASF will be working with LASM to help us meet this goal."

More than 100,000 schoolchildren visit LASM each year to participate in dozens of hands-on, interactive art and science classes developed and taught by museum educators, as well as a variety of planetarium programs. All of LASM's education programs are aligned with state standards, benchmarks and grade-level expectations to ensure a relevant, meaningful educational experience. More information is available on the Internet at *visit [www.lasm.org/AP](http://www.lasm.org/AP)*.

Kids' Lab was established at BASF's global headquarters in Germany in 1997, and it is currently available in 16 countries worldwide. In North America, BASF's aim is to foster science literacy.

The company supports several programs that encourage students to enjoy and pursue their interest in science and explore career possibilities in the fields of science, math and technology. Throughout 2011, BASF will continue to sponsor science education programs that will support the global goals of the International Year of Chemistry. The U.N. General Assembly designated 2011 as the “International Year of Chemistry” to celebrate the 100th anniversary of Madame Curie’s Nobel Prize and the founding of the International Association of Chemical Societies; to increase public appreciation of chemistry in meeting world needs; to generate enthusiasm for the creative future of chemistry and to increase the interest of young people in chemistry.

For more information about BASF’s Kids’ Lab program, please contact:

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#### **BASF - The Chemical Company.**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has approximately 16,400 employees in North America, and had sales of \$17.7 billion in 2010. For more information about BASF’s North American operations, visit [www.basf.us](http://www.basf.us).

BASF is the world’s leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products, and agricultural products to oil and gas. As a reliable partner, BASF creates chemistry to help its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges, such as climate protection, energy efficiency, nutrition and mobility. BASF posted sales of more than €63.9 billion in 2010 and had approximately 109,000 employees as of the end of the year. Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com) or in the Social Media Newsroom at [newsroom.basf.com](http://newsroom.basf.com).

#### **Louisiana Art & Science Museum**

Housed on the banks of the Mississippi River in downtown Baton Rouge, the Louisiana Art & Science Museum enhances the understanding and appreciation of art and science for general audiences and students by presenting unique, educational and entertaining experiences that encourage discovery, inspire creativity, and foster the pursuit of knowledge. More information on LASM is available on the Internet at [www.lasm.org](http://www.lasm.org).