Celebrate National Chemistry Week (NCW) 2010!

Theme: "Behind the Scenes with Chemistry!"

October 17-23, 2010

Chemistry is everywhere, whether prominent as a science fair project or tucked behind the scenes of a special effect or book. Current shows such as MYTHBUSTERS and books such as *The Science of Harry Potter* bring behind the scenes science to prominent view. This allows the public to understand it is not magic, but rather common chemistry topics which can explain the mystery behind the seemingly "magic" that is shown. We want to diminish the term "magic" associated with the "unexplainable" and direct attention to the chemistry which makes these items work.

Community Event: Science in the Cinema Science Café

K-12 Contest: The National poster contest is focused on "Where's the Chemistry?" The posters relate to common applications of chemistry that people might not normally think is related to chemistry.

ChemMatters:

ChemMatters, *a m*agazine for high school students, will devote its October issue to National Chemistry Week.

Celebrating Chemistry:

This *National Science Education Standards*-aligned hands-on activity newspaper for elementary school students will highlight:

- Observations vs. interpretation
- The chemistry in visual arts and certain special effects
- Understanding the differences in movies vs. real science

Each year National Chemistry Week reaches millions of people with positive messages about the contributions of chemistry.

Join in the celebration of NCW 2010!

Visit **www.acs.org/ncw** for more information.

National Chemistry Week is a program of the

American Chemical Society's Office of Volunteer Support

American Chemical Society
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