



ACS Celebrates the International Year of Chemistry 2011 (IYC 2011)

IYC 2011 provides the global chemistry community with an historic opportunity to celebrate the many ways that chemistry improves people's lives, and ACS is proud to be part of the celebration. The following are some of the projects in which ACS is engaged for IYC 2011.

Outreach Opportunities and Tools

- Pennies for Pur™ Water Project: Launched officially at the 241st ACS National Meeting in Anaheim, the Pennies for Pur™ Water Project is a partnership with Procter & Gamble's Children's Safe Drinking Water program. The ACS goal is to raise enough funds to be able to provide over 1.5 million gallons of clean water. ACS local sections have been challenged to work in their communities throughout the country to raise money and awareness of this important initiative.
- A robust year-long outreach plan (see <www.acs.org/iyc2011>)
 - Four Quarterly Themes: Environment, Energy, Materials and Health
 - The *Celebrating Chemistry* publication, resources, and activities available for each quarter
 - Webinars about outreach throughout 2011 (launched December 7, 2010; archived online at <www.acswebinars.org>)
 - Chemists Celebrate Earth Day 2011 and National Chemistry Week 2011 large-scale unifying events.
 - Designed to support the efforts of individual members/non-members, local sections, student chapters, high school chemistry clubs to celebrate and promote IYC 2011.
- Chemistry Ambassadors program provides support for talking about chemistry during 2011.
- IYC 2011 grant programs for local sections, student chapters, high school chemistry clubs.
- Member-Get-A Member Campaign features a special IYC 2011 blanket.
- Promotion of global water experiment and ACS IYC 2011 resources to over 18,000 U.S. teachers and students.
- ACS celebrates IYC in the media and beyond:
 - NPR radio interview with President Nancy Jackson for IYC.
 - Articles in *Connect* magazine, the *Philadelphia Inquirer*, Fairfax County schools newsletters.
 - Numerous blog references.
 - ACS and IYC 2011 have officially been recognized by the House of Representatives of the State of Minnesota.

Web-based Opportunities and Tools:

- *365: Chemistry for Life*
 - A web-based daily calendar featuring chemistry highlights.
 - An ongoing contest with prizes to provide additional content.
- Free toolkits with ideas and templates available for download by any IYC 2011 program planner.
- IYC Network Group on the ACS Network for sharing and gathering IYC celebration ideas.
- *IYC Bulletin* – a monthly newsletter for IYC planners and enthusiasts.
- IYC Partner Program
 - IYC partner organizations are joining ACS in celebrating and promoting IYC 2011. Current partners include: Academy of Science-St. Louis, American Association of Physics Teachers, American

Crystallographic Association, American Geophysical Union, American Oil Chemists' Society, American Physical Society, American Society for Biochemistry and Molecular Biology, ASTM International, Iowa Mathematics & Science Education Partnership, Materials Research Society, National Science Teachers Association, Optical Society of America, School Science and Mathematics Association, SkillsNET Corporation, Société de Chimie Industrielle, Society for Science and the Public, Technical Association of the Pulp and Paper Industry, American Ceramic Society, Council for Chemical Research, Triangle Coalition for Science and Technology Education.

- IYC Videos
 - “A Day Without Chemistry,” a Younger Chemists Committee/Office of Public Affairs collaborative project, was released during January 2011.
 - Additional videos will be released during the 3rd quarter of 2011
- Special IYC 2011 Chemluminary Awards will be presented in 2012.

ACS Publications

- *ACS IYC Virtual Journal*
 - Health, energy, environment, and materials are the core themes of this monthly online journal.
 - Free access to the full text of the selected journal content.
- *Chemical & Engineering News*
 - IYC articles throughout 2011.
 - Mid-year special issue.
- Other ACS publications will feature IYC articles and information.
 - ACS Journals.
 - *InChemistry* and *ChemMatters*.
 - *ACS Matters* and ACS local section and division newsletters.

Live Opportunities for Celebration and Involvement

- The U.S. IYC Launch event
 - Collaboratively organized panel discussion (ACC, ACS, AIChE, CHF) on February 1, 2011, at the Chemical Heritage Foundation, Philadelphia.
 - ACS-led community event at the Franklin Museum, Philadelphia, conducted by local section and student chapter members of ACS, AIChE, and ACS staff on February 5, 2011.
- AAAS Family Science Day (February 19-20, 2011) in Washington, DC.
 - ACS-led outreach activities conducted by ACS local section members and ACS staff.
 - Over 2,100 attendees participated in hands-on activities at the ACS booth.
- 2011 ACS National Meetings in Anaheim (March) and Denver (August).
 - Chemistry Ambassadors performed rap and dance for IYC, just before the start of Sci-Mix on Monday, March 28, at the ACS Meeting in Anaheim. The event was videotaped and posted to YouTube to help generate enthusiasm for IYC.
 - 23 ACS Divisions with at least one technical session supported one or more of the four IYC outreach themes in Anaheim.
 - IYC 2011 Booth in the Exhibit Hall.
 - Outreach events include ACS IYC themes.
- 2011 Regional Meetings (Central in Indianapolis, Northwest in Portland, Midwest/Great Lakes in St. Louis, Southeast in Richmond, Southwest in Austin, Western in Pasadena)
- 2011 Local Section activities, involving many of the 189 sections throughout the 50 states and Puerto Rico.