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On behalf of Michigan Science Center

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**MICHIGAN SCIENCE CENTER AND BASF PARTNER TO CELEBRATE SCIENCE EDUCATION WITH FREE GENERAL ADMISSION ON NOEL NIGHT, DECEMBER 7**

*The event sponsored by BASF recognizes the importance of science education in our society.*

**Detroit, Dec. 4, 2019** – The Michigan Science Center (MiSci) is providing complimentary admission to the public on December 7, during Noel Night, Mid-Town Detroit's annual celebration of cultural and educational institutions, businesses and more. Sponsored by BASF, general admission to MiSci will be free from 1-7 p.m. MiSci will provide BASF Kids' Lab programming throughout the day. Kids' Lab is a hands-on science program tailored to engage students ages 4-12 in MiSci's onsite chemistry lab. It runs on weekends throughout the year at MiSci, as well as offsite at local schools, due to BASF support. Other Noel Night activities will include planetarium shows, fire and ice demonstrations, young child winter activities and previews of Christmas Carole by the Detroit Actor's Theatre Company.

"We are thankful for the benefits that are afforded to us through science, technology, engineering, and math, and the impact they collectively have on our society. They are central to all the work that we do at the Michigan Science Center, and we are excited to share our love of STEM with our guests," said Christian Greer, president and CEO of the Michigan Science Center. "As a STEM hub for the State of Michigan, we are pleased to partner with BASF to make STEM more relevant and accessible to the public and to inspire curious minds of all ages."

General admission includes access to 220+ hands-on exhibits, live demonstrations, a Smithsonian Spark!Lab, Kids Town, STEM Playground and more. Planetarium and Toyota 4D Engineering Theater tickets will be available for purchase at the box office. The Cosmic Café and newly relocated Science Store will also be open throughout the day.

"BASF and Michigan Science Center value the opportunities to provide free hands-on STEM programs for students and families in the metropolitan Detroit community. Our award-winning, hands-on STEM education programs inspire young minds and shape the future of our industry," said Greg Pflum, Vice President and General Manager, BASF Corporation.

Free tickets are available for download at [mi-sci.org](http://mi-sci.org) on a first come, first served basis.

**About the Michigan Science Center**

The Michigan Science Center (MiSci) inspires over 200,000 curious minds of all ages every year through STEM (science, technology, engineering, and math) discovery, innovation and interactive



education in Detroit and across the state of Michigan. As the STEM hub of the state, MiSci focuses on developing and introducing expanded education programs, exhibits, and initiatives that empower and enrich all children and all communities with STEM. Through our Traveling Science Program and distance learning initiative, ECHO, we are expanding beyond our Detroit-based facility, with a goal of reaching all 83 counties of Michigan. With the Toyota Engineering 4D Theater, live stage shows, a Planetarium, lab activities, 220+ hands-on exhibits, and more, there are dozens of ways to customize your MiSci visit. The Michigan Science Center is a 501(c)(3) nonprofit organization and does not receive support from the city of Detroit or the state of Michigan. For more information, please call 313.577.8400 or visit the website, [mi-sci.org](http://mi-sci.org).

### **About BASF Corporation**

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 20,000 employees in North America and had sales of \$19.7 billion in 2018. For more information about BASF's North American operations, visit [www.basf.com](http://www.basf.com).

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 122,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of around €63 billion in 2018. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at [www.basf.com](http://www.basf.com).