**USA Science & Engineering Festival**

**Bayer Exhibit & Participation**

**Health & Medicine Section, Exhibit Hall A, Booth 500**

**April 15-17, 2016**

**Promotion**

**Exhibit News Story Pitch:**

The Bayer/National PTA “Kitchen Table Science” exhibit, featuring the ever-popular color chromatography, would make an interesting news feature, because it encourages families to use common household items that they likely already have (including coffee filters, washable markers, water and paper towels) — to teach children about science.

As per the 2015 *Bayer Facts of Science Education* survey, which gauged the public’s opinion on the state of science education in the United States, parents/caregivers want to be involved in hands-on science learning with their children, but they need access to more resources and support.

Specifically, the survey found that:

•Eighty-five percent of parents enjoy helping their children with hands-on science-based activities, but nearly one-third (31%) of parents didn’t feel confident enough in their scientific knowledge to help their children engage in hands-on science activities.

•One-in-five (19%) parents said not having access to information or ideas about hands-on activities prevented them from enjoying more activities with their child.

•Two-fifths (41%) of parents didn’t believe that their child had an inspiring science role model to look up to.

The Bayer/National PTA exhibit will show parents/caregivers first-hand that helping their children with STEM-related projects is less difficult than they think. The exhibit will resemble a kitchen and serve as an effective backdrop to tell this important story.

**Tweet:**

Join @BayerUS and @NationalPTA at #SciFest where they are cooking up some kitchen science along with family engagement activities.

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