Bayer is excited to bring hands-on science-focused activities to the 2010 NJ Science & Engineering Festival! With help from approximately 20 Bayer volunteers, students will have an opportunity to conduct the Alka Rocket experiment. A widely-popular and engaging experiment, the rocket is propelled according to the principle stated in Isaac Newton's third law of motion: "For every action there is an opposite and equal reaction." Gas pressure builds inside the film canister due to the mixing of Alka Seltzer and water which releases carbon dioxide. This action continues until enough pressure builds to blow the canister apart from its lid. The reaction is the launch of the rocket. Students will be asked to consider questions such as: *How high did the rocket go? What happened when the Alka Seltzer was added to the water?* and, *what would happen if we didn't add Alka Seltzer to the water?*

In addition to the Alka Rocket experiment, Bayer's booth will also provide visitors with an opportunity to handle a small scale tablet press and make their very own compressed tablet with help from a Bayer scientist.