

## **Evonik Tippecanoe Laboratories Sponsoring Butterfly Encounter July 17** Annual Event Celebrates Beauty, Diversity Of Indiana's Butterflies

LAFAYETTE, Ind., July 12, 2010 – Some of nature's most beautiful creatures are the focus of Evonik's latest community event – a celebration of butterflies on Saturday, July 17, at the company's Wildlife Habitat Recreation Area.

Sponsored by Evonik in conjunction with the Purdue University's Department of Entomology, the family-friendly Butterfly Encounter celebrates the beauty and diversity of Indiana butterflies. Evonik will also host a picnic lunch for participants prior to the event.

"Some people believe that when a butterfly lands on you, it means good luck," said Larry McShane, Evonik Vice President, Exclusive Synthesis, and general manager of the Tippecanoe site, "and we hope everyone has a lot of good luck on July 17. Tippecanoe County is blessed with some of the most interesting species of butterflies, from the Eastern Tiger Swallowtail to the Eastern Tailed-Blue, and Evonik wants to share these beautiful specimens with others."

This year, a photography workshop will be offered on Saturday morning prior to the Butterfly Encounter and will include a brief introductory lecture with photo demonstration techniques followed by a photo shoot and critique of images captured.

No previous butterfly knowledge is necessary to attend the event, said Melissa Shepson, Educational Outreach Coordinator in the Department of Entomology at Purdue University. "Everyone from the novice to the expert is welcome and encouraged to attend," she continued. "Professionals will be available to discuss attributes of various species of butterflies and answer questions about their preferred habitats."

Gene White, an alumnus from Purdue's Department of Entomology who is now a photography consultant specializing in insect images, will lead this year's photography workshop. "Anyone interested from the point and shoot novice to the intermediate photographer is encouraged to attend if they are interested in improving their technique," said White.

Parking will be available next to the baseball diamond south of Evonik's main entrance at 1650 Lilly Road in Lafayette. Should inclement weather require the event to be postponed on Saturday, it will be rescheduled for Sunday, July 18. If the Butterfly Encounter is rescheduled, the photo workshop will not be offered and the picnic will take place at the end of the event.

Participants should plan to meet at the shelter at 1 pm, should the event occur on Sunday the 18th. Those with inclement weather questions should call 765 477 4300 on the day of the event.

The schedule for the July 17 Butterfly Encounter is:

10 am – 12 pm: Photography workshop

Noon – 1 pm: Evonik-sponsored picnic lunch

1 – 1:30 pm: Identification tutorial/breaking into groups

1:30 – 3:30 pm: Counting

3:30 – 4:30 pm: Tabulation of results

Individuals planning to attend the picnic should RSVP to Helena Haugen at 765 477 4228.

Resource materials for the event can be found at:

<http://www.entm.purdue.edu/butterflycount/event.html>.

For additional information about Evonik in North America, please visit our website:

[www.evonik.com/north-america](http://www.evonik.com/north-america).

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