



# PRESS RELEASE

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## Elsevier Sponsors Launch Ceremonies for The International Year of Chemistry

Burlington, MA, 27 January, 2011 - Elsevier, the world-leading publisher of scientific, technical and medical information products and solutions, is a proud co-sponsor of today's launch ceremonies for The International Year of Chemistry. The 63rd General Assembly of the United Nations (UN) proclaimed 2011 as the International Year of Chemistry (IYC 2011) to celebrate the achievements of chemistry and its contributions to mankind, under the theme "Chemistry - our life, our future". The opening ceremonies for the IYC 2011 are being held January 27-28 in Paris at the UNESCO (UN Educational, Scientific and Cultural Organization) Headquarters under the aegis of the UN, UNESCO, and IUPAC (International Union of Pure and Applied Chemistry).

To celebrate this occasion and the achievements in chemistry Elsevier is offering ceremony attendees (and others through the Elsevier website) a free selection of key journal articles in the area of palladium-catalyzed cross couplings in organic synthesis. The 2010 Nobel Prize in Chemistry was awarded jointly to Richard F. Heck, Ei-ichi Negishi and Akira Suzuki for their pioneering studies on this subject. Elsevier is the proud publisher of each of these Nobel Laureates. A leading provider of chemistry information, Elsevier publishes over 70 chemistry journals, reference content in a variety of formats, and online solutions including Reaxys® and Hazmat Navigator.

Elsevier will continue its activities celebrating the International Year of Chemistry throughout 2011. For further information, and to download the free selection of key journal articles please visit:

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For more information of the IYC 2011 launch ceremony please visit:

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