



**Yakult**

# Digest

Yakult Newsletter Winter 2017

Featuring all the latest News and Views from in and around Ireland

## Irish Science Foundation

Science Foundation Ireland funds basic and applied research in the areas of science, technology, engineering, and mathematics (STEM) which promotes and assists the development and competitiveness of industry, enterprise and employment in Ireland. Science Week, [www.sfi.ie](http://www.sfi.ie) and #BelieveInScience are part of Science Foundation Ireland's work to promote the potential that science and discovery offer Ireland, today and in tomorrow's world.

### Science Week 2017 - 12 – 19 November

Science Week is a collaboration of over 800 events involving industry, colleges, schools, businesses, communities, researchers and students throughout Ireland. Over 250,000 people in Ireland participate in Science Week every year – that's over 5% of the entire population!



Yakult and Science Foundation Ireland was calling on you to also play your part in Science Week. For offices, you can create and host your own event or simply gather everyone around to watch a TEDx talk or science video – see: [www.ted.com](http://www.ted.com). If you own a restaurant, why

not highlight the science behind your menu? Why not simply start the science conversation by sharing some amazing science facts in your workplace? If you are involved with a sports club, bring in a guest speaker on the science of your sport.

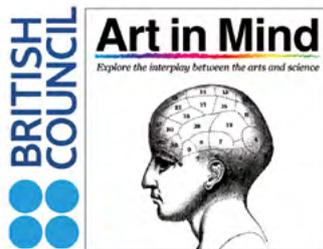
## Yakult and Science Week

### Art in Mind – Exploring the Interplay between the Arts and Science

Research has shown that art can impact our minds, influence our mental state and even improve the way we learn. There is also evidence that scientific discoveries have influenced the process of art making throughout history. Take the camera obscura for instance and the impact it had on the painter's process during the Renaissance. Art and science are inextricably linked.

Yakult is excited to be supporting two unique events as part of Science Week Ireland. 'Art in Mind' will explore the positive impact that art can have on our beautiful minds. With a fascinating panel of artists, psychologists and neuroscientists, live experiments and lots of conversation, both events will highlight the connections between science and art, and will give audiences a deeper appreciation of the value of creativity on our minds.

Dr Niamh Shaw, 'Art in Mind' Producer commented, "Creativity is the foundation for advancement in all fields and pairing the arts – writing, music, theatre, art and dance with science, technology, engineering and maths allows for the greatest possible level of innovation and achievement".



Partnering with the National Gallery of Ireland and Highlanes Gallery Drogheda, 'Art in Mind' will place science right at the heart of two of Ireland's most renowned visual arts spaces. "We are delighted to be involved with such unique events", says Alf Desire, Director British Council Ireland. "Projects in the Arts and Science are key components of our mission to create greater knowledge and understanding between people of the UK and Ireland. 'Art in Mind' will build on our already strong programme in these areas and will help engage more diverse audiences on both science and the arts, making it more relevant to everyday life".

## Welcome

Welcome to the Winter 2017 issue of Digest. This year, Yakult is supporting Science Week [www.science.ie](http://www.science.ie) and to celebrate we are exploring all things scientific!

## Where to get inspired

Throughout Ireland there are many Science Week events taking place. See here for the full listings and how to get involved!

[www.sfi.ie/events](http://www.sfi.ie/events)

### Sunday Funday, Galway

Galway Atlantaquaria, Ireland's largest native species aquarium kicks off Science Week with a family fun event including MAD science workshops.



[www.nationalaquarium.ie](http://www.nationalaquarium.ie) 091 585100

### Scintillating Science with Dara O'Briain, Dublin

For one night only, Dara O'Briain, Ireland's king of comedy and all things science related, with a host of special guests, explores intriguing questions on life and science.



[www.nch.ie/Online/Science-Week-12Nov17](http://www.nch.ie/Online/Science-Week-12Nov17) 01 4170077

### Common Sense, Offaly

This fun and practical workshop focuses on honing our senses in order to connect to the natural world.

[www.clarabognaturereserve.ie](http://www.clarabognaturereserve.ie) 057 9368878

### The REAL Science of the Circus, Longford

Performed by James Soper, the juggling scientist, this event is a spectacular combination of top quality circus skills and science education.



[www.longfordlibrary.ie/library](http://www.longfordlibrary.ie/library) 043 3340727

### The Science of Relationships, Athlone

Join author and neuroscientist Giovanni Frazzetto for a unique discussion exploring the science of relationships, everything from family, work and love to our engagement with technology.

[www.midlandsscience.ie](http://www.midlandsscience.ie) 057 9323902

# Team Yakult

-Tour of Kildare



## 'On Yer Bike With Yakult'

A total of 400 cyclists saddled up and joined the fight against cancer on 13 August 2017, as part of the 16th Annual Martin Earley Tour of Kildare in aid of the Marie Keating Foundation.

This event, which attracts cyclists from all over Leinster and beyond, had tours of 110k, 65k and a family tour of 20k. There was also a BBQ at the finish line to congratulate all those who took part. It was led by Tour de France and Giro d'Italia stage winner Martin Earley and raised much needed funds for the Marie Keating Foundation which helps men and women prevent cancer, detect it at its earliest stages and supports them on their journey through their cancer diagnosis, treatment, and survivorship. The Marie Keating Foundation also offers free cancer services including a special 'Comfort Fund', designed to provide financial help for people who are receiving

treatment for cancer and who find themselves in financial difficulty as a result, and Survive & Thrive programmes, with free seminars and courses running nationwide.

On the day, Yakult was on scene with Colm & Hannah Alley to deliver 'a little bottle of science' to all those participating. Colm spoke to us at the finish line: *"This was the first ever Tour of Kildare for Yakult and I am certain we will be back again next year for another burger! Special thanks go out to Naas Cycling Club for all their hard-work, volunteering and behind the scenes organisation that goes into this fantastic event. Roll on 2018, the date has already been set for 12 August – so get those cycling shorts ready!"*

Left: Colm and Hannah Alley.

Above: Tour de France and Giro d'Italia stage winner – Martin Earley.

## And in other news..

### 'Grow' Your Own Fabric

Like us, you may start your day off by drinking a little bottle full of bacteria, and now you could even be wearing it too! Suzanne Lee, the founder of BioCouture, creates fabric for clothing using bacteria. By mixing Kombucha cultures in green tea and sugar, a fine natural material that's been named 'vegetable leather', is produced.

For a step-by-step guide on how to create your own 'leather', visit [www.ecouterre.com/grow-your-own-microbial-leather-in-your-kitchen-diy-tutorial/](http://www.ecouterre.com/grow-your-own-microbial-leather-in-your-kitchen-diy-tutorial/)



Dr Louise Wilson

## It's all about the Science!

Yakult's Science Team now update you on the department's activities. Also, find out how you can grow your own fabric at home.... with the help of bacteria!

Earlier this year our Assistant Science Manager and dietitian, Dr Louise Wilson, attended the Nutrition Society's Postgraduate Meeting in Dublin to hear about several PhD students research. *'It was an inspiring day meeting so many nutritional scientists of our future, and hearing about all the exciting research that is going on to help us better understand how nutrition can impact on health and the functioning of the human body'.*

## Competition Time

Test your knowledge - read this issue of Digest to find the answers and complete the crossword.

Then email your answer to **question 3** to [info@yakult.ie](mailto:info@yakult.ie) by **1 March 2018**.

### Down

- Who is Ireland's King of Comedy?
- James Soper is known as the \_\_\_\_\_ scientist
- Who organises Science week every year (inits)?
- Where can you find out about the Science of Relationships?

### Across

- What company did Suzanne Lee found?
- Which cycling club volunteered at the Tour of Kildare?
- What is the name of the Art in Mind Produceur?
- How many Art in Mind events is Yakult supporting?

Win 1 of 5 bundles of books containing: **DARA O'BRIAIN'S** *Beyond the Sky*, **DALLAS CAMPBELL'S** *Ad Astra – an Illustrated Guide to Leaving the Planet* and **HELEN CZERSKI'S** *Storm in a Teacup: the Physics of Everyday Life*.



Terms and conditions (applicable to competitions featured in Digest Winter 2017 edition)

1. Competition open to all UK and Ireland residents except employees and their families of Yakult UK Ltd and its subsidiary companies, their agencies and anyone professionally connected with this competition; 2. No purchase necessary; 3. Five winners will be selected at random by the promoter from entrants who answered correctly; 4. Winners will each receive one bundle of 3 books; 5. The promoter reserves the right to substitute the prize for another prize of equal value without notice; 6. The closing date for receipt of entries is 1 March 2018; 7. All winners will be notified by 8 March 2018; 8. The promoter reserves the right to withdraw this offer at any time and without notice; 9. Prizes are non-transferable, non-negotiable and no cash alternatives will be offered; 10. The promoter's decision is final and no correspondence will be entered into; 11. By entering, entrants agree that they are willing to participate in publicity and that Yakult UK Ltd. shall be entitled to use entrants' names, competition entry photographs, ages and regional locations (though not full addresses) in publicity throughout all media, in perpetuity and free of charge; 12. A list of competition winners' names and county of residence will be made available on request; 13. By entering, competitors agree to be bound by these terms and conditions. Promoter Yakult UK Ltd, Anteros, Odyssey Business Park, West End Road, South Ruislip, Middlesex HA4 6QQ, UK