REQUEST FOR COVERAGE
Tuesday, March 29, 2011 at 12PM (NOON)

NO YOKING ALLOWED:
COOPER UNION HOLDS ANNUAL “EGG DROP COMPETITION”

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Egg-ceptional Device That Keeps Egg Intact After Three-Story Drop Will Win Annual Competition

No need to egg-them-on when Cooper Union engineering students toss raw eggs contained in specially-designed “egg drop devices” from a height of 30 feet during the college’s annual Egg Drop Competition on Tuesday, March 29 from eggs-actly 12PM (Noon) to 1PM on the portico of the Cooper Union Foundation Building at East 7th Street at Third Avenue, Manhattan. The object of this academic exercise is to not crack-up, that is, to drop the egg without it breaking.

The students will stand on the third floor portico of Cooper Union’s Foundation Building, and drop egg drop devices made from wood, paper, and rope, among other materials - that protect a raw egg from breaking when dropped from great heights. The competition stresses engineering structure, design and innovation.

The Cooper Union for the Advancement of Science and Art is a distinguished private college of art, architecture and engineering founded in 1859 by Peter Cooper, an inventor, industrialist and philanthropist. Since its establishment, all admitted undergraduate students have received full-tuition scholarships.

WHAT: Cooper Union’s Annual “Egg Drop” Competition
Student engineers compete to create a crash resistant egg container, to be tossed from 30 feet high off the college’s historic Foundation Building.

DATE: Tuesday, March 29

TIME: Eggs-actly 12PM (Noon) to 1PM

PLACE: Cooper Union Foundation Building
East 7th Street at Third Avenue, Manhattan

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