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## CREATIVE CHILD REVEALS THAT YOUNG SCIENTIST'S CLUB USES NATURE "TO" NURTURE

### *The Young Scientists Club Receives Creative Child's 2010 Toy Of The Year Award*

Jamestown, RI (July 7, 2010) – When it comes to our children's development the "nature vs. nurture" question looms as large as the biology's, "chicken before the egg," question. But for The Young Scientists Club, the important thing is to have smart, imaginative children who question the world around them. And because of how creatively the company's science kits use nature *to* nurture, Creative Child has awarded its **2010 Toy of the Year Award** for Educational Science Kits, to *Science on a Tracking Expedition*. This marks the second consecutive year that The Young Scientist's Club has taken away the top honor for one of its kits.

To win honors at Creative Child's annual Toy Awards, products are thoroughly reviewed by both moms and educators. Several people who fit the same profile as the targeted audience reviewed each of the science kits. Only one product per category can win a Toy of the Year award, as well as, CD, DVD and Book of the Year. The remaining finalists receive the prestigious Preferred Choice Award. The Seal of Excellence is another prominent award that is given to those products that are not finalists but do exceed expectations based on the criteria for nurturing creativity and education in children.

In addition to the 2010 Toy of The Year Award, The Young Scientist's Club also received top honors for three of its other educational products, including one in the "Matching Games" category:

#### ***2010 TOY OF THE YEAR AWARD (Educational Science Kits category)***

**Science on a Tracking Expedition • \$29.99 • Ages 4+**  
Young Scientists will learn about animal tracking through exciting hands-on science experiments and activities. Identify animal tracks, learn about the animals that make the tracks, cast animal tracks, play the tracking game, create animal track prints, design an animal track poster, and explore real animal tracks in nature. The eight realistic, animal footprint molds, large colorful poster, and 80 animal game cards are some of the unique enclosed items that will inspire all Young Scientists to become animal track explorers!



**2010 PREFERRED CHOICE AWARD (Educational Science Kits category)**

**Magic School Bus Back in Time with the Dinosaurs • \$19.99 • Ages 5+**

On this school bus ride, Ms. Frizzle and her students take Young Scientists back in time with the dinosaurs through these marvelous experiments. Young Scientists create a timeline, design a diorama, build a wooden dinosaur replica, make cast and mold fossils, mold clay dinosaur teeth, simulate a dino dig, fold 3D dinosaurs, and much, much more!



**2010 PREFERRED CHOICE AWARD (Educational Science Kits category)**

**Magic School Bus Solar Energy to the Rescue • \$19.99 • Ages 5+**

Ms. Frizzle and her students take Young Scientists on a wild ride with solar energy to the rescue. Young Scientists explore the greenhouse effect, collect real carbon dioxide, recreate global warming in a bottle, use a solar panel to spin a fan, make a solar secret code, design solar spinners, watch solar energy inflate balloons, and much, much more!



**2010 SEAL OF EXCELLENCE AWARD (Matching Games category)**

**Animal Tracks! An Exciting Game of Memory, Matching, and Learning • \$14.99 • Ages 5+**

Here is not one, but three traditional games with a science twist! Match the animals to their tracks while playing *concentration*, *bingo*, and *guess the tracks* games. This unique game is exciting, fun, and educational as players match cards of photographed animals to their tracks. Animal Tracks comes with 80 high quality and colorful cards, a plastic storage tray, and detailed instructions for three games. Best of all, it's a fun series of games for everyone in the home.



**ABOUT THE YOUNG SCIENTISTS CLUB**

Esther Novis, a mother of five and a former Harvard-trained biologist, started The Young Scientists Club as a summer science camp for her then 5-year-old son. Friends from other parts of the country told Novis they wanted to duplicate her concept and the idea for a science subscription service was born! The subscription kits are now mailed monthly to thousands of children around the world and the company's retail kits are sold in hundreds of specialty stores.

In addition to developing new products for The Young Scientists Club, this wise mom has many years of experience teaching at Phillips Academy, Andover and has written the science column for Parents Magazine plus wrote science experiments for the new science curriculum by McGraw-Hill Publishing.

Visit the award-winning The Young Scientists Club at [www.kidsciencekits.com](http://www.kidsciencekits.com) for more information.