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CONTACT: KidStuff Public Relations
Lisa Orman • 608-767-1102
or lisa@kidstuffpr.com



THE YOUNG SCIENTISTS CLUB GOES 5 FOR 5

All Five of the Company's New 2011 Products Named Creative Child Winners

Jamestown, RI (June 15, 2011) –The Young Scientists Club is batting a thousand this year with Creative Child. For any non-baseball fans out there, that means that every single one of the company's new products was a hit with the judges, which is saying a lot.

To win honors at Creative Child's Toy Awards, products are thoughtfully reviewed by the very folks who buy them – moms, educators and caregivers. Only one product per category can win a *Toy or Kid's Product of the Year* award. The remaining finalists receive a prestigious *Preferred Choice* award. The *Seal of Excellence* is another prominent award that's given to those products that are not finalists but exceed expectations based on the criteria for nurturing creativity and education in children.

This year, The Young Scientists Club took home one Kid's Product of the Year, one Toy of the Year, two Seals of Excellence, and one Preferred Choice. This marks the third year in a row that the company has taken home a Toy/Kid's Product of the Year Award, showing the company's consistent excellence in the science categories.

Here's a look at all five award-winning products:

The Magic School Bus™ Microscope Lab- 2011 Kids Product of the Year (Educational Science Kits category)

Join Ms. Frizzle on her Magic School Bus and explore the world from a different perspective – under a microscope! Young Scientists learn about the history of the microscope, explore the different parts of this science tool, and discover how to use one. Ages 5+ • \$39.99



The Magic School Bus™ Jumping Into Electricity- 2011 Toy of the Year (Creative Play with Science category)

Ms. Frizzle and her students take Young Scientists into the fascinating world of electricity. Imagine being able to generate lightning bolts! Young Scientists can use anti-static sheets, make cereal dance, bend a water stream, create static hair, construct an electric circuit, build a light switch, experiment with insulators and conductors, design electric games and more! There's even a colorful circuit board holder. Buckle up, kids, for this electrifying ride! Ages 5+ • \$19.99



The Magic School Bus™ Chemistry Lab- 2011 Preferred Choice Award

(Educational Science Kits category)

Budding chemists can join Ms. Frizzle and her students as they explore the field of chemistry. Young Scientists make sticky ice, use litmus paper, measure pH, perform chromatography, make bubble sculptures, wake-up fungus, create slime, form a bouncy ball, learn about density, produce a milk rainbow, plate copper, and so much more!

This exhilarating bus-shaped kit comes packed with science components, 51 colorful experiment cards and a data notebook to record observations. Seatbelts, everyone! Get ready to experiment with your very own chemistry lab.

Ages 5+ • \$39.99



Science On A Fossil Dig- 2011 Seal of Excellence Award

(Educational Science Kits category)

In this simulation of a real paleontology fossil dig, young scientists can hunt for a fossilized shark tooth, brachiopod shell, gastropod shell and “squid” shell. These real - *millions of years old* - fossils are enclosed in a cool chalk “brick” and are revealed by using the supplied scraping and brush tools, similar to what real paleontologists use! Young paleontologists then take a closer look at these fossils with the enclosed magnifying glass and learn fascinating details about each fossil using the fun fact cards. Ages 5+ • \$14.99



The Magic School Bus™ Blasting Off With Erupting Volcanoes- 2011 Seal of Excellence Award

(Educational Science Kits category)

What makes a volcano erupt? Young Scientists join Ms. Frizzle inside the life of a volcanologist. Children as young as 5 can learn about the layers of the Earth, study tectonic plate movement, explore different volcanic eruptions, make real pumice float, create the ultimate “lava” mixture, paint and explode a volcano and more! This explosive kit includes a colorful poster with volcanic facts, pictures and stickers. Ages 5+ • \$19.99



ABOUT THE MAGIC SCHOOL BUS

With over 58 million books in print from Scholastic and an Emmy award winning television show sold in more than 35 countries, the Magic School Bus celebrates its 25th anniversary in 2011. The show currently airs on Qubo in the United States; a live show entitled “The Magic School Bus Live: THE CLIMATE CHALLENGE will launch later this year. For more information, please go to www.scholastic.com/magicschoolbus.

ABOUT THE YOUNG SCIENTISTS CLUB

Esther Novis, a mother of five and a 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.

Visit the award-winning The Young Scientists Club at www.kidsciencekits.com for more information.