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THE MAGIC SCHOOL BUS™ ADDS YOUR CHILD'S HOME TO ITS ADVENTUROUS BUS ROUTE

The Magic School Bus™ Science Club Delivers Kits Directly to Children's Homes

Jamestown, RI (January 5, 2012)—Any child who's enjoyed the brilliant, entertaining and wacky Ms. Frizzle take her students on magical scientific bus rides wishes they could get picked up by her every morning. It's no wonder, really. Ms. Frizzle and her fictional students have been exciting kids' imaginations and curiosity by showing how incredibly fun science can be for 25 years.

Starting in 2012, those kids will get their wishes because each month Ms. Frizzle will drive her Magic School Bus right up to their door step and deliver a hands-on science kit. Just like the characters in the show and in the books, kids and parents will be able to have fun learning about exciting topics like the human body, weather, fossils, bacteria, magnets and more. These mail-order subscription kits have been created by The Young Scientists Club to the specifications of Scholastic's The Magic School Bus™. A pre-order sale for those wishing to give the kits for holiday gifts was a huge success with nearly 3,000 subscriptions sold! The gift recipients will receive their first monthly kit in January.

Joining The Magic School Bus Science Club will make kids feel like they're taking part in live-action episodes of The Magic School Bus™, as Ms. Frizzle walks them through each experiment using colorful manuals and kid-friendly terms and explanations. The addition of an online clubhouse that kids can visit for more information and details on the experiments makes it even more exciting and cool.



All the club kits were developed in the annual summer science camps that The Young Scientists Club has conducted since 1999. Between the campers and the brilliant minds that guide them, these kits have received the overwhelming approval of kids, parents and real scientists alike. Representing the best and most fun kits made, The Magic School Bus Science Kits will let young scientists experience science in a unique, hands-on manner and at the same time give them an edge over their non-club schoolmates that will last a lifetime.

The kits are recommended for kids ages 5+, and cover the following 12 topics:



Weather Station Kit

- Acids and Bases
- Air
- Bacteria & Fungi
- Fossils
- The Human Body
- Lights, Rainbows, and Mirrors
- Magnets
- Solids, Liquids, and Gases
- Stars and Planets
- Water
- Volcanoes
- Weather Station



Bacteria & Fungi Kit

Joining The Magic School Bus Club costs just \$19.99 per month (which includes the cost of shipping and handling). Club membership lasts 12 months with one kit mailed out each month. However, subscriptions may be cancelled at any time during the 12-month period. For anyone interested in giving the gift of The Magic School Bus Science Club, there are colorful printable gift cards available on the [club's website](#). Club membership is a great gift to start out 2012 with a new way to have fun and learn! To promote the new service, the company is doing various discounts and sales, so check on sites like Groupon, or the company [Facebook](#) page, or call their customer service number to get the latest offer.

ABOUT THE MAGIC SCHOOL BUS

Based on the best-selling Scholastic book series, *The Magic School Bus* is an award-winning animated TV series seen in 39 countries and 16 languages. It currently airs on the Qubo Channel in the United States. With 58 million books in print, the brand has won many industry awards, including two Emmys for Lily Tomlin's portrayal of Ms. Frizzle in the TV series, five CINE Golden Eagles, a Parents' Choice Gold Medal, a National Conservation Achievement Award, an Environmental Media Association Award, and an Annenberg Public Policy Center Award. In celebration of its 25th Anniversary, Scholastic debuted two new iPad apps ("*The Magic School Bus: Oceans*" and "*The Magic School Bus: Dinosaurs*"), a new game for Nintendo DS and recently launched a 60-city live touring show ("*The Magic School Bus Live! The Climate Challenge*"). For more info about *The Magic School Bus*, please visit www.scholastic.com/magicschoolbus.

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.theyoungscientistsclub.com for more information.

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