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## MATH & ENGINEERING JOIN THE YOUNG SCIENTISTS CLUB IN 2014 AS THEY FOSTER S.T.E.M. EXCELLENCE IN KIDS

*Discover The Magic School Bus™ Math Explosion & Engineering Lab  
Plus Clifford The Big Red Dog® Animal & Food Science Kits At Booth 5222*

Jamestown, RI (November 21, 2013) – Who offers an educational adventure that lasts a lifetime? Since 1999, The Young Scientists Club has enthused children with unlimited possibilities, parents with age appropriate (and fun!) learning tools and toy industry judges with phenomenal products that empower children to explore and wonder. To celebrate its 15th anniversary (1999-2014) the "Club" is adding something new -- math and engineering themed kits! After all, S.T.E.M. education is the new buzz word in schools for even the youngest learners. Look for four new kits featuring The Magic School Bus and Clifford at the American International Toy Fair Booth 5222.

Ms. Frizzle shows youngsters 5 and up that math is actually a blast in **The Magic School Bus Math Explosion** (\$29.99) featuring a volcano! Age-appropriate chemical, electrical, mechanical and civil engineering are introduced in **The Magic School Bus Engineering Lab** (\$39.99). The Big Red Dog returns with two new kits, **Clifford Animal Science** (\$19.99) and **Clifford Food Science** (\$19.99). Perfect for preschoolers, everyday items are explored with the help of Emily Elizabeth including bird feeders and dancing pasta!

The Clifford licensed line was introduced in 2013 and was received with enthusiasm by families and award agencies everywhere. Expect them to give two thumbs up to these newest additions.



*Children playing The Young Scientists Club's Magic School Bus Math Explosion, the company's first foray into math.*

In today's global economy, students who excel in S.T.E.M. subjects -- science, technology, engineering and math -- will be the leaders of tomorrow's innovations and ingenuity. Even the White House encourages youngsters, especially girls, to immerse themselves in these fields. President Obama has often said that winners of science and engineering fairs should be celebrated like NCAA champions!

And it's never too soon to introduce these topics to children. The National Science Foundation published a report entitled *Babies Are Born Scientists* (September 27, 2012). "Everyday playing is a kind of experimentation -- it's a way of experimenting with the world, getting data the way that scientists do and then

using that data to draw new conclusions," said Alison Gopnik, professor of psychology and affiliate professor of philosophy at the University of California, Berkeley. "What we need to do to encourage these children to learn is not to put them in the equivalent of school, tell them things, or give them reading drills or flash cards or so forth. What we need to do is put them in a safe, rich environment where these natural capacities for exploration, for testing, for science, can get free rein."

The Young Scientists Club does exactly that. Mom bloggers have gleefully written about their own kids' anticipation and then fascination with simple science experiments -- done in the kitchen or in the backyard.

"The kids heard 'exploding volcano' and couldn't wait to try the kitchen experiments out," blogged *Simply Budgeted*. "We had to delay activities by one evening because of some yard work we had to get done and we had three completely bummed out kids. Who knew science could be so exciting that the kids would be sad to not do it?"

"I love that these activities are easy enough for my kids to explore on their own or with my supervision," wrote *The Crazy House Review*. "My daughter recently had a sleepover and she and my niece stayed up half of the night playing with this kit."

"This manual is set up like we are truly conducting science experiments," shared *The Nurse Mommy* with her readers, "and is perfect to prepare younger children like my own for the days that he will have to do science experiments in school! It also allows him to see that science experiments can be FUN! It is very colorful and has lots of drawings and pictures to help your child get excited about science!"

That kind of reaction has been heard over and over again by Esther Novis, the founder and creator of The Young Scientists Club. Children's educational powerhouse Scholastic reached out to Novis, a mother of five and Harvard-trained biologist, several years ago to enlist her expertise to bring The Magic School Bus to life. Clifford The Big Red Dog joined the Club last year to entice tykes as young as 3 years to learn something new.

"Retailers keep telling us these kits are a great value," she told TD Monthly, "because each is full of educational components and years of science fun. The Magic School Bus brand has been around for 25 years and the books, DVDs, and TV shows are still used in most kindergarten and elementary school classrooms."

With dozens of product appearances on TV, national magazine features and over 100 toy industry awards later, something new is in the works for 2014's learners. At Toy Fair's Booth 5222, four new kits will be introduced to retailers for Spring 2014 delivery.

### **The Magic School Bus Math Explosion • Ages 5+ • \$29.99**

Hop on board with Ms. Frizzle and discover science and math in an entertaining game for all ages. Players are able to customize math facts with a math fact creator so that any age can play, from kindergarten to middle school. The goal is to be the first player to explode the volcano by getting your math facts correct! How? A two-sided laminated game board includes both a speedy and extended game, fascinating volcano facts in the border, a volcano for the explosions, a bowl to catch the volcanic "lava," and colorful measuring cups as game pieces! Also included in the kit are bonus cards, printable math fact sheets plus an on-line math creator for unlimited math facts. Wahoo! It's time to burn rubber and discover!





**The Magic School Bus Engineering Lab • Ages 5+ • \$39.99**

Ms. Frizzle and her students invite youngsters on a wild ride as they explore the fascinating world of engineering. Young scientists are asked to solve all kinds of fun and unique problems that lead to discoveries in the fields of chemical, electrical, mechanical and even civil engineering. Become an engineer in your own kitchen when you build a solar oven, design a car, construct a bridge, create solar energy, design an electric game, make a simple machine, construct a submarine, and much, much more! This bus-shaped kit comes with 33

colorful experiment cards, a data notebook to record experiment designs. Plus it's packed with science components such as a solar panel, motor, buzzer, electric wires, and so on!

**Clifford Animal Science • Ages 3+ • \$19.99**

Young Scientists will feel like real scientists when they use the included colorful lab tray, measuring cup, and magnifying glass to perform their experiments on animal science. Emily Elizabeth, the narrator in the colorful 20-page manual, guides youngsters through versatile experiments with catchy titles such as animal habitats, edible play dough, animal track cast, animal scavenger hunt, animal fossils, bug house, camouflaged animals, animal life cycle, what is in an egg, what do animals eat, bird feeder and habitat diorama. The kit comes with reusable habitat stickers, scavenger hunt chart with stickers, a bug house, 12 miniature animals and much more.



**Clifford Food Science • Ages 3+ • \$19.99**

Do oranges float? Does pasta dance? Clifford and his friends love exploring the science of food. Emily Elizabeth guides young scientists through tasty experiments with catchy titles such as rainbow ice, ice-cream in a bag, homemade butter, layered test tube, exploding marshmallow, jello magnifier, color chromatography, secret message, rock candy, edible volcano, chocolate slime. Young Scientists will feel like real scientists when they use the included lab tray, measuring cup, test tubes, funnel, and pipette to perform their experiments! Join Clifford and his friends on this delicious adventure!



Discover the entire line of science (and soon math and engineering) games and kits created for young minds at [www.TheYoungScientistsClub.com](http://www.TheYoungScientistsClub.com). While online, click on the various videos of Ms. Frizzle and Clifford (a very red and very big dog) exploring current science kits. A library of TV clips (*TODAY Show*, *Good Morning Texas*) shows consumers just what is inside the box. School/group packs, fundraising programs and the award-winning monthly subscription program are all introduced on the site's home page.

**ABOUT THE YOUNG SCIENTISTS CLUB**

Esther Novis, a mother of five and a former Harvard-trained biologist, started The Young Scientists Club 15 years ago 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.

### **ABOUT CLIFFORD THE BIG RED DOG**

For over 50 years, Clifford the Big Red Dog has been entertaining children, parents and teachers with his BIG adventures. In his beloved dog, Norman Bridwell created a literary classic embraced by generations around the world. Since the first Clifford® book was published in 1963, the property has grown to include 126 million books in print and an Emmy® Award-winning television series –currently in its thirteenth consecutive season on PBS KIDS; the show has been sold to 30 countries in 12 languages worldwide. For more info about Clifford, visit [www.scholastic.com/clifford](http://www.scholastic.com/clifford) and [www.facebook.com/officialclifford](http://www.facebook.com/officialclifford)

### **ABOUT THE MAGIC SCHOOL BUS**

Based on the best-selling Scholastic book series, The Magic School Bus is an award-winning animated TV series sold to more than 30 countries in 15 languages. With 85 million books in print, the brand has won many industry awards, including two Emmy awards for Lily Tomlin’s portrayal of Ms. Frizzle in the TV series, five CINE Golden Eagles, a Parent’s Choice Gold Medal, a National Conservation Achievement Award, an Environmental Media Association Award, and the Annenberg Public Policy Center Award. For more info about The Magic School Bus, visit [www.scholastic.com/magicschoolbus](http://www.scholastic.com/magicschoolbus) and [www.facebook.com/magicschoolbus](http://www.facebook.com/magicschoolbus).