

CONTACT: KidStuff Public Relations  
Lisa Orman, 608-767-1102  
or [lisa@kidstuffpr.com](mailto:lisa@kidstuffpr.com)



## THE YOUNG SCIENTISTS CLUB ADDS CLIFFORD THE BIG RED DOG™ SCIENCE KITS AS SUBSCRIPTION OPTION FOR THOSE COMMITTED TO S.T.E.M. LEARNING LONG AFTER SANTA RETURNS TO THE NORTH POLE

*Clifford Science Kits Are The Gift That Keeps On Giving For Months After Christmas!*

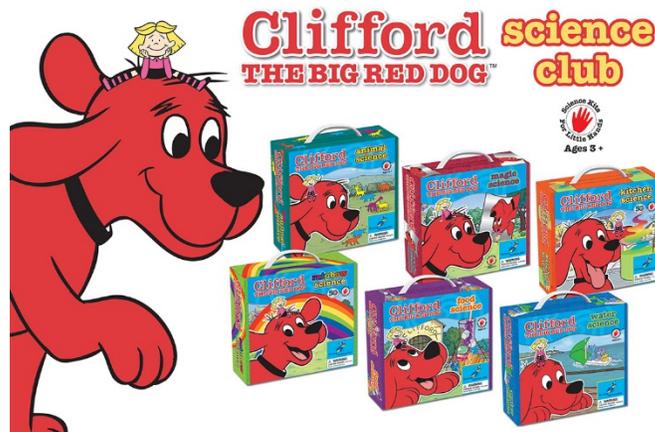
Jamestown, RI (August 24, 2014) – Children are naturally curious about the world around them and how it works, but often lose interest as they grow up. Stimulating a curiosity in STEM – Science, Technology, Engineering and Math - at a young age can make sure the world of the future is filled with little Elon Musks, ready to build the next Tesla or perfect the colony plans for Mars. But how do you spark that innate curiosity in kids as young as 3 and make sure it lasts long after Christmas? With a Clifford the Big Red Dog science kit subscription, of course!

The Boston Children’s Museum’s [STEM Sprouts Teaching Guide](#) notes that building upon children’s curiosity about the world is the best way to bring them into the world of STEM. The Sprouts Teaching Guide states that, “Young children are naturally curious. They wonder what things are called, how they work, and why things happen. The foundations of scientific learning lie in inquiry and exploration—these are the tools of active learning. Fostering young children’s sense of curiosity about the natural world around them can promote a lifelong interest in it.” Which is why it’s so important to build children’s confidence in STEM subjects when their young.

With dozens of product appearances on TV, national magazine features and over 100 toy industry awards during its 15 years in business, The Young Scientists Club has all ages covered when it comes to sharing the excitement of STEM with children. Their three mail-order subscriptions make science at home easy and affordable! Customers can take advantage of the many 50% discount specials that deal sites like Living Social, Educents, and other similar sites run throughout the year for both the Clifford and Magic School Bus subscriptions.

### **NEW! [Clifford Science Club Subscription](#) • \$33/month (includes shipping) • Ages 3+**

Perfect for new scientists, an [award-winning science kit](#) will arrive at your door for 6 months complete with 20- page colorful manual with 14 experiments/activities, lab tray, and experiment components that allow kids and parents to explore all kinds of topics like **Kitchen Science**, **Water Science** and **Rainbow Science**. Just add fun and a few common household items and you’ll be good to go! The monthly subscription includes an e-newsletter, certificate of completion, and access to the on-line clubhouse. By simply allowing little ones to investigate and encouraging questions about the world around them through experimentation, children will be engaged in S.T.E.M. learning in an interactive way.



**The Magic School Bus Science Club Subscription • \$19.99/month (includes shipping) • Ages 5+**



As children get older, science kits from The Young Scientists Club age with them! Ms. Frizzle and her students will take children for a magical ride each month when they receive an award-winning science kit in the mail. Each hands-on science kit comes with supplies and a 12 colorful manual that includes a parent guide. The 12 fun and educational topics include Magnets, Acids/Bases, Water, Bacteria/Fungi, Air, Volcanoes, Fossils, Weather Station, Light/Rainbows/Mirrors, Stars/Planets, and Liquids/Solids/Gases. The monthly subscription includes an e-newsletter, certificate of completion, and access to the on-line clubhouse.

**The Young Scientists Club Subscription • \$16.94/month (includes shipping) • Ages 5+**

When kids outgrow their beloved childhood characters, but not their love of science. [The Young Scientists Club steps in with their own branded kits](#) where kids, along with Celsius the Science Bug, explore topics like **Magnets, Capillary Action** and **Bones and Muscle**. These amazing kits have received recognition from likes of National Parenting Center and Learning Magazine, making them some of the hottest items among home schooling parents. And why not, when they ship with fun materials like an owl pellet, chromatography paper and brine shrimp! This subscription program has 36 different kits in the program, is curriculum based, manuals are between 8-16 pages, and the kit order can be customized.



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! Even so, if you prefer to select your science kit in person, The Young Scientists Club also offers kits at specialty retailers that afford kids the opportunity to dive in deep on a particular subject. New kits for 2014 include:

- **The Magic School Bus Math Explosion** (Ages 5+ \$29.99)
- **The Magic School Bus Engineering Lab** (Ages 5+ \$39.99)
- **Clifford Animal Science** (Ages 3+ \$19.99)
- **Clifford Food Science** (Ages 3+ \$19.99)

Discover the entire line of science 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 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 programs are all showcased 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).