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## THE MAGIC SCHOOL BUS ENGINEERING LAB HAS BEEN AWARDED THE GOLD STAR TOY AWARD FROM *SCHOLASTIC PARENT & CHILD*® MAGAZINE

*Engineering Lab Will Be Included in Magazine's November Holiday Gift Guide Issue*

Jamestown, RI (October 28, 2014) – 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. Those efforts have been awarded time and time again and The Young Scientists Club's latest Math and Science-based offerings are no different. The Magic School Bus Engineering Lab is one of only 24 toys to receive the *Scholastic Parent & Child*® Magazine Gold Star Toy Award. The Engineering Lab will be featured in the holiday gift guide in the November issue of the magazine and online at [www.scholastic.com/goldstarwinners](http://www.scholastic.com/goldstarwinners).

The editorial team at *Scholastic Parent & Child* reviewed hundreds of products and sent the top contenders out to readers to test at home with their children. The winning toys were selected based on the following criteria: innovative and cool; magnetic and engaging for the child; mind-expanding or educational; and an excellent value to the consumer. The toys also had to be new for 2014 and available from a U.S. retailer.

### **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!



“We’re very gratified to receive this recognition among a small group of terrific toys,” said Esther Novis, president and founder of The Young Scientists Club. “We’ve always felt that kids are naturally attracted to and interested in science, and we aim to present it to them in a serious and fascinating way, and we don’t dumb it down.”

You can discover the entire line of science, 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 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.

“We want to congratulate all of the Gold Star Toy Award winners,” said Jane Nussbaum, Editor-in-Chief. “There are so many fantastic toys on the market for parents to choose from, but I feel confident that our editors and readers selected the most exciting and unique gifts for this holiday season.”

For more information about the Gold Star Awards, visit <http://www.scholastic.com/goldstarwinners>.

#### **ABOUT SCHOLASTIC PARENT & CHILD**

Scholastic Parent & Child is today’s leading parenting magazine for families with school aged children, reaching more than 7.3 million parents. Parent & Child covers families with children ages birth to 12, and one hundred percent of the editorial content is dedicated to helping parents guide their children through the early school years with joy and confidence, informing parents on topics that serve the entire family, including child development, well-being, health, activities, travel, fashion, and food. To visit the magazine’s online site, log on to [www.scholastic.com/parents](http://www.scholastic.com/parents). To learn more about Scholastic, visit our online media room: [mediaroom.scholastic.com](http://mediaroom.scholastic.com).

#### **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 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).