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ABRACADABRA! 2015 SCIENCE KITS EXPLORE MAGIC, CRYSTALS, WATER, AND END WITH AN EXPLOSION!

Visit Toy Fair Booth 5223 As The Young Scientists Club Celebrates 16 Years Of Introducing Kids To The Excitement Of Science, Math & Engineering

Jamestown, RI (November 21, 2014) – Now you see it, now you don't. The science behind magic, water and crystals is the focus of The Young Scientists Club's 16th season of whimsical lessons in science, math and even engineering. With the help of the popular Scholastic franchises, Clifford The Big Red Dog® and The Magic School Bus®, kids are eager to discover basic science principles as they graduate from preschool to elementary classes. In 2015 a new board game, **Science Explosion (\$29.99)**, Young Scientists learn all about the different fields of sciences by playing two exciting games. The games end with a volcanic eruption! See the four new kits at Booth 5223 at the North American International Toy Fair®.

"Isn't preschool a bit young for science kits," some parents wonder? Then again, have you seen a 3-year-old work the gadgets around the house? Children are naturally curious about their surroundings. They taste, touch, smell, push, pull, prod without being told. In fact, they are natural scientists! Since 1999, The Young Scientists Club has introduced tots as young as 3 to 5 years old how to explore the world around them with engaging activities. As the need for STEM - science, technology, engineering and math -- scholars continues to explode, giving a young child a science kit is a wonderful gift (double meaning intended!).



Industry leaders have been calling for just this sort of fun educational activity. "We need to start early — even before kindergarten," says Boeing's Rick Stephens, Senior VP of Human Resources and Administration, "to nurture children's natural curiosity. It's a first step in creating the skilled workforce that allows the U.S. to compete globally." The CEO of DuPont, Ellen Kullman, agrees. "The path to STEM education starts early, before kindergarten, and we need to engage throughout the education process, not just at the college level."

To entice the youngest of learners, The Young Scientists Club has licensed Clifford The Big Red Dog to "host" a series of simple science kits for the Pre-K crowd. The results have been applauded by parents and by toy industry judges from Oppenheim Toy Portfolio's double prize of *2014 Gold Seal* and *2014 SNAP - Special Needs Adaptable Product - Seal* to Creative Child Magazine's *2014 Preferred Choice Award*. That's two paws up in dog speak.

Look for two themed kits -- **Clifford Magic Science (\$19.99)** and **Clifford Water Science (\$19.99)** -- launching at Toy Fair 2015. Dubbed "Science Kits For Little Hands," these activity sets feature beloved literary personality Emily Elizabeth and her best friend with a tail, Clifford the Big Red Dog, who eagerly walk youngsters through the magic of a floating egg, reverse reflections and an underwater rainbow! With a focus on all-things-water, kids learn the principals of floating and sinking.

Popular book and TV character Ms. Frizzle of The Magic School Bus fame has something new up her sleeve! Two new kits, **Growing Crazy Crystals (\$19.99)** and **Science Explosion (29.99)** will have kids growing rock candy and uncovering the differences between sugar and salt. All that science knowledge will be pried apart in an explosive board game that ends with a boom, literally. Good thing they respond to Ms Frizzle's "seatbelts everyone" command.

Look for these four new boxed sets on toy store and specialty shop shelves and online after January 1, 2015:

Clifford Magic Science • Ages 3+ • \$19.99



No magic wand is needed for these "tricks" as young explorers uncover the real science behind the magic. Emily Elizabeth, the narrator in the colorful 20-page manual, guides youngsters through experiments with catchy titles like funny mirrors, building a kaleidoscope, magic rainbow glasses, magic comb, jumping pepper, tornado in a bottle, paper making magic, magic crystals, and magic test tube explosion. Woof! This kit comes with rainbow glasses, measuring cup, test tube, bottle connector, screen, sponges, and much more. Like many Young Scientists kits, this one comes with a colorful lab tray, measuring cup, and test tube to perform their experiments!

Clifford Water Science • Ages 3+ • \$19.99

This kit will make a splash with kids and the grownups! But raincoats and umbrellas are not needed. Emily Elizabeth explains the simple water experiments with catchy titles like icebergs, phases of water, water cycle, making rain, colored celery, chromatography, submarine, foam boat, and water magic. Young Scientists will feel like real scientists when they use the included lab tray, measuring cup, pipette, chromatography paper, and test tubes to perform their experiments!



Growing Crazy Crystals • Ages 5+ • \$19.99

Look who's back? It's Ms. Frizzle and her students eager to grow "crazy" crystals. Young Scientists explore sugar and salt crystals, make a crystal star, create crystal art, grow a salt crystal garden, make Epsom salt crystals, create a geode, grow a crystal tree, and much, much more! This crystallizing kit comes with an observation chart to keep track of the crazy crystal growth. As she likes to say, "Dynamic deduction."

Science Explosion • Ages 5+ • \$29.99

Sometimes science can get messy and with this tabletop game, the first player to the finish line gets to explode the volcano. Similar to 2014's award-winning *Math Explosion* game, this brand new game includes two exciting experiences in one box -- match science-based topic cards to master cards in one game and use memory and strategy



skills in another. This intriguing game comes with a large laminated two-sided board -- for fast or full-length play, volcano, bowl, 4 colored measuring cups, clear measuring cup, 16 science master cards and 80 science topic cards. As Ms. Frizzle says, "Wahoo! It's time to burn rubber and discover!"

Discover the entire line of games, kits, subscriptions and more -- created just for young minds -- at www.TheYoungScientistsClub.com. While online, click on the various videos of Ms. Frizzle expounding on "her" current kits.

ABOUT CLIFFORD THE BIG RED DOG

For 53 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 128 million books in print and an Emmy® Award-winning television series –currently in its fifteenth 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.

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 88 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. For more info about The Magic School Bus, 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.