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## YOUNG SCIENTISTS CLUB ADVOCATES SPROUTING A CHILD'S LOVE OF SCIENCE WITH AN EXPLOSION

*Science Explosion From The Young Scientists Club Is The Perfect Game For Back-To-School Excitement Or A Holiday Shopping List Must-Have*

Jamestown, RI (August 10, 2015) – Back to school season means reading, writing and ‘rithmetic. Parents know these are all necessary subjects but kids want a little fun. That’s where science comes in! The Young Scientists Club, with an emphasis on *young*, advocates clearing the kitchen table to make way for some scientific fun. An introduction to science for tots ages 5 and up should be fascinating, amusing and fearless. The love of science can begin before their first tooth falls out!



New this season is **The Magic School Bus Science Explosion (\$29.99)**, created after the wildly successful and award-winning Math Explosion game. This version is ideal for kindergartners and elementary schoolers. The box includes two exciting experiences -- 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. Families just need to add baking soda and vinegar!

Popular book and TV character Ms. Frizzle graces the game’s cover earning an instant appeal to children. When the volcano erupts, watch how the kids will take a selfie or Mom will post on Facebook to show their friends that little scientists are on their way to big things! Who has the cool house now?

Everyone knows how urgent it is to get kids on a STEM or STEAM or even STREAM track. Math, science, engineering, art and robotics are all requirements for a competitive workforce and thriving nation. Technology threads them all together. But in this instance, old-fashioned give and take game play, not electronics, stimulate young minds -- girls as well as boys.

The Young Scientists Club founder (and mother of five) Esther Novis, has always prided herself on creating gender-neutral science programs for preschool and elementary-aged kids. At this age they are thirsty for knowledge presented in an age appropriate manner. There is no pink in science.



*Salon Magazine* (April 2015) published an article focusing on getting little girls intrigued by STEM fields. The story pointed out, “after a New Jersey mom asked Land’s End “Why are you selling ‘mighty’ tees for boys and ‘adorable’ tees for girls?” it promptly responded with NASA themed clothes for girls. But science amply demonstrates that nothing can thrive in a vacuum – even encouragement.”

The author goes on to lament, “The way that STEM education and opportunity plays out for males and females in our country is vastly, embarrassingly different. A US Department of Commerce report notes that ‘women hold a disproportionately low share of STEM undergraduate degrees, particularly in Engineering’ and that among those who do, ‘women with a STEM degree are less likely than their male counterparts to work in a STEM occupation; they are more likely to work in education or healthcare.’”

The article summarizes that “the answer is probably that women at some point in their career are discouraged from pursuing the sciences.”

Grownups can be the force to encourage *all* children to pursue the sciences as they play at ages 5, 6 or 7. As the company’s name suggests, *young* is never too soon to get excited about experimenting with their hands. Whimsical instructions can be read by youngsters or by an older sibling/babysitter/grandparent for a memorable adventure!

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

*Mr. Dad Seal Of Approval 2015 Father’s Day*

*Creative Child Magazine 2015 Game Of The Year Award*

It’s okay to explode something in the house with this safe but exciting board game. The first player to the finish line gets to explode the volcano. As Ms. Frizzle says, "Wahoo! It's time to burn rubber and discover!"



*Two sides of game board for two styles of play*

Look for additional products from The Young Scientists Club as a back-to-school reward or a holiday present. Two 2015 themed kits -- **Clifford Magic Science (\$19.99)** and **Clifford Water Science (\$19.99)** – have been dubbed "Science Kits For Little Hands." These activity sets feature beloved literary personality Emily Elizabeth and her best friend with a tail, Clifford, 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.



### **Clifford Water Science • Ages 3+ • \$19.99**

This kit will make a splash 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, test tubes and more to perform experiments!

### **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, jumping pepper, tornado in a bottle and more. This kit comes with rainbow glasses, measuring cup, bottle connector, screen, sponges, a colorful lab tray, measuring cup and much more.



If the kids adore Ms. Frizzle and her “seatbelts everyone” command, then introduce them to crazy crystals along with the Magic School bus kids.



### **The Magic School Bus Growing Crazy Crystals • Ages 5+ • \$19.99**

Ms. Frizzle and her busload of students are 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.

Find all these STEM-related boxed sets on toy store and specialty shop shelves and online now, coast to coast.

### **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 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 and a new game for Nintendo DS. For more info about The Magic School Bus, visit [www.scholastic.com/magicschoolbus](http://www.scholastic.com/magicschoolbus).

### **ABOUT SCHOLASTIC**

Scholastic Corporation is the world’s largest publisher and distributor of children’s books and a leader in educational technology and children’s media. Since 1920, Scholastic has been creating quality educational and entertaining materials and products for use in school and at home. Today they include children's books, magazines, technology-based products, teacher materials, television programming, film, videos and toys. Scholastic distributes its products and services through a variety of channels, including proprietary school-based book clubs and school-based book fairs, retail stores, schools, libraries, television networks and [www.scholastic.com](http://www.scholastic.com).

### **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.