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YOUNG SCIENTISTS DISCOVER THAT MAKING ART IS A GREAT WAY TO LEARN SCIENCE IN 2016

*Science-Art Fusion Series Makes Debut At Toy Fair Booth 5618
With Themes Of Bubbles, Sculptures, Explosions, Rainbows & More!*

Jamestown, RI (November 18, 2015) – Would you consider innovators Leonardo daVinci and Steve Jobs to be scientists or artists? It’s a debate in which you just can’t pick one field. These two thinkers embraced all the principles of STEM but added the beauty of art, now known in education circles as STEAM. The Young Scientists Club leaps into 2016 with this fusion of fields and launches a gallery of six new kits at their Booth 5618 at The American International Toy Fair. Be inspired to create an explosion or a rainbow with one of their **Science-Art Fusion Series** six themed kits (\$19.99).

For the past 17 years, The Young Scientists Club has put their focus on playful experiments for children as young as preschool. Their brand new Science-Art Fusion Series uses Bubbles, Crystals, Sculptures, Space, Explosions and Rainbows for boys and girls to be inspired to create, while learning basic scientific principles. Construct a DNA Model in **Science-Art Fusion Sculptures**; perform planet Earth chromatography with **Science-Art Fusion Space** or impress Mom with a milk color explosion with the instructions from **Science-Art Fusion Explosions**.

This new series is geared to ages 5 and older and includes, a customized art/science tray plus a large 24 x 24 inch poster. Once the experiment ends, the same poster -- now taped with photographs documenting their success -- can be turned into a bedroom gallery!

“Our culture has drawn an artificial line between art and science,” wrote Dr. Loretta Jackson-Hayes, an associate professor of chemistry at Rhodes College in an Op Ed piece in *The Washington Post*, “one that did not exist for innovators like Leonardo da Vinci and Steve Jobs. Leonardo’s curiosity and passion for painting, writing, engineering and biology helped him triumph in both art and science; his study of anatomy and dissections of corpses enabled his incredible drawings of the human figure. When introducing the iPad 2, Jobs, who dropped out of college but continued to audit calligraphy classes, declared: ‘It’s in Apple’s DNA that technology alone is not enough — it’s technology married with liberal arts, married with the humanities, that yields us the result that makes our heart sing.’”

Esther Novis, Harvard-trained biologist and founder of The Young Scientists Club (TYSC) heartily agrees. “For almost two decades the mission of TYSC has been to offer children quality, science-related products that will fascinate them with the wonders of scientific discovery. I hope it sparks their interest in future scientist endeavors. Science-Art Fusion is a new series that combines art and science to inspire creativity – at the same time introducing basic concepts. I encourage all my Young Scientists to share their creations on our online Science-Fusion Art Gallery!”

Look for these STEAM themed kits in specialty stores and online at www.TheYoungScientistsClub.com in February 2016. All are for ages 5 and up and are \$19.99:



Science-Art Fusion Bubbles

Perform 10 different experiments as young scientists with a grownup's help read the instructions on the illustrated 24 x 24 inch poster. Make a lava lamp, form bubble foam, blow funnel bubbles, create bubble sculptures and even use bubble paint. Wow! Embark on an exciting Science-Art Fusion Bubbles adventure.



Science-Art Fusion Crystals

Everything you need to create 10 mesmerizing experiments is right here in the box. Activities such as making a crystal flower are interspersed with experiments to construct a crystal mobile, develop sun catcher crystals, create sponge crystals and so much more! When done, hang the 24 x 24 inch poster that now features you, thanks to photos taken during the experiments.



Science-Art Fusion Explosions

Little explosions in the house get mom's approval because they are *educational*, after all! Young Scientists will get to create fizz tablet explosions, test tube explosions, volcanic eruptions, rainbow explosions and something called a milk color burst!



Science-Art Fusion Rainbows

Mother Nature is pretty crafty with colors and this rainbow themed kit explores ROY G. BIV. Young Scientists can craft a rainbow bookmark, assemble a rainbow flower bouquet, create a rainbow chromatography snake or design a rainbow density test tube. Imagine how impressed Grandpa will be next time that he chats with the grandkids.



Science-Art Fusion Sculptures

Your Sculptures Art Gallery poster will be filled with photos of 10 experiments when through including constructing a DNA model, designing a colored ice sculpture, shaping a foil shadow sculpture or making an atom. That's a *wow* with a capital W.



Science-Art Fusion Space

When in space, there's something called gravity art! Open this box and get ready to be intrigued with constructing a space rocket, drawing constellations, building a solar system and performing Earth chromatography. There are 10 activities/experiments in all!

Each exciting Science-Art Fusion adventure begins as soon as the boxed kit is open. Kids are eager to open up the 24 x 24 inch poster that shows step-by-step instructions for each of the 10 possible experiments. Every themed kit boasts components for creating 10 different experiments. The customized art/science tray keeps all the experiment elements safe in one spot (and not on the kitchen table or floor!) Young Scientists are encouraged to take a photo as each experiment is completed (perhaps wearing a white lab coat?) and then tape the picture on the spot on the poster. When done, a bragging-rights-worthy poster is ready for hanging on a cherished wall.

Young Scientists, with their parents' permission, are encouraged to visit the Young Scientists Science-Fusion Art Gallery online and post their favorite moments in 2016 of making STEAM at home!

ABOUT THE YOUNG SCIENTISTS CLUB

It's been 17 years since 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.