

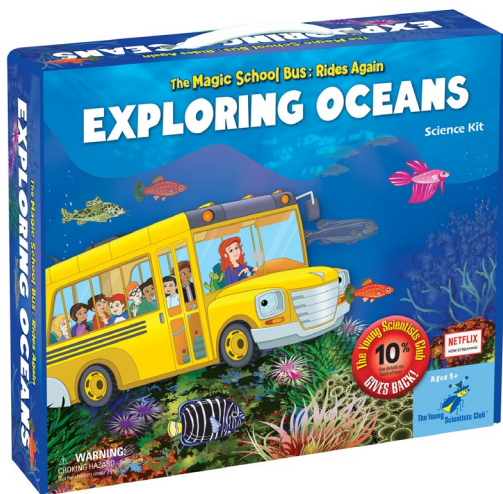
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## THE YOUNG SCIENTISTS CLUB MARKS 20 YEARS OF STEM ADVENTURES THAT LAST A LIFETIME WITH 10% DONATION OF ITS NEW EXPLORATION KITS

*Exploring Oceans, One Of The 2019 Magic School Bus: Rides Again  
Exploration Series Kits, Gets A Wahoooo! From Ms. Frizzle*

Jamestown, RI (January 1, 2019) – Along with permission slips, kids might want to have a towel nearby for their next field trip with fictional Ms. Frizzle of Netflix fame. The newest Magic School Bus: Rides Again science kit will be exploring the oceans vast treasures like starfish, shells and sand dollars. Part of the Exploration Series, visitors to The Young Scientists Club’s American International Toy Fair Booth 5735 can be like Jacques Cousteau and dive into **Exploring Oceans** (\$29.99).



In 2019 The Young Scientists Club will celebrate its 20<sup>th</sup> anniversary of kid-friendly science adventures that last a lifetime. To mark two decades, the Club will donate all year long 10% of its profits of its Exploration Series to a kit-themed charity that Young Scientists can choose on their website, [www.theyoungscientistsclub.com](http://www.theyoungscientistsclub.com)

“I believe it is important to give back to charity and for years our company has given back to the community by donating science kits to local schools and organizations” explains Novis. “To empower young children to donate to charities that they can pick on our website and know that they can make a difference was the inspiration for this new series.” She continues, “to have a social responsibility component to this new line is something that I am very excited and proud of.”

### **Wahoo! Says Ms. Frizzle**

Now seen by a new generation of inquisitive kids, The Magic School Bus: Rides Again is the perfect enticement to introduce scientific concepts to boys and girls, something The Young Scientists Club has been doing since 1999! For 2019, parents will be impressed with the Exploration Series where children as young as five-years-old will see the marvels in the world around them through hands-on experiments and activities.

“This series will include topics that are environmental/nature/earth related,” explains Esther Novis, founder and President of The Young Scientists Club. “Young children are exposed with hands-on activities and experiments to the importance of the world that surrounds them.”

It’s been a wild ride, as Ms. Frizzle would say, for Novis, a Harvard-trained biologist who began the company in 1998 as a summer camp activity for her own children and the neighbors. This past summer a new crop of camp kids experimented with a prototype of Exploring Oceans.

“The kids loved learning about the ocean,” revealed Novis, “and the different experiments that they tested in the kit. One of their favorite activities was when we gave them each a tray filled with sand and hidden in the sand were lots of shells, starfish, and a sand dollar. They had to dig up all their treasures and use a large poster to identify the different shells. In this new kit on Oceans, there will be a treasure bag as well! Once the *treasures* are found and identified, the Young Scientists will add them to their collector cards that come with the kit.”

The cover of each Exploration Series kit features Ms. Fiona Frizzle in a revamped bus that takes her classroom on field trips. One day her students soar into outer space, the next day might have them dive into the ocean. Each episode becomes ripe content for science kits created by The Young Scientists Club. The kit maker has been a hit maker earning industry awards year after year for making science fun for the preschool and elementary school set.

This 2019 collection of Magic School Bus: Rides Again science kits will include several titles to be revealed at their Toy Fair booth.

Visit their Toy Fair Booth 5735 and be the first to be captivated by each of the Exploration Series kits.

### **The Magic School Bus: Rides Again Exploring Oceans • Ages 5+ • \$29.99**

Ms. Frizzle and her students take Young Scientists on a wild ride into the world’s oceans. Young Scientists make a desalination plant, study different kinds of salts, make shells bubble, collect and identify shells, create collector cards, learn about the included starfish and sand dollars, use cling-on stickers to learn about life in the different zones of the oceans, build a volcano, play the marine animal matching game, and much, much more! This exciting kit includes a colorful poster, stickers, eight different kinds of shells, starfish, and a sand dollar. Seatbelts, everyone!

### **ABOUT THE MAGIC SCHOOL BUS**

The Magic School Bus: Rides Again is a brand new update to the beloved animated show featuring our favorite class of adventurers. Old favorites like Arnold and Ralphie join new students like Jyoti, a tech-savvy wiz-kid. Starring Kate McKinnon as Ms. Fiona Frizzle, Ms. Valerie Frizzle’s kid sister! With the help of her upgraded Magic School Bus, Ms. Frizzle takes her class on wild field trips exploring a wide variety of science topics including, invasive species, weather hazards, schools of fish, the rock cycle, magnets, allergies, camouflage, states of matter, satellites, glaciers, brain and nervous system, and deep sea exploration!

### **ABOUT THE YOUNG SCIENTISTS CLUB**

It’s been 20 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.