

## FOR INTERVIEWS, CONTACT:

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## BUDDING SCIENTISTS ENCOURAGED TO TAKE A DEEP DIVE INTO THE WORLD'S OCEANS

*10% of Profits from Sale of “The Magic School Bus” Science Kit Will Benefit Ocean Charities*

Jamestown, RI (July 26, 2019) – Each summer, 68 percent of families take a beach vacation, according to [a recent NYU study](#). Whether families are splashing in the ocean or playing in the sand, it's obvious that exploring the ocean's vast treasures is a popular family activity.

Now, thanks to a newly-released science kit from The Young Scientists Club, families can take a deeper dive into our world's ocean life! “The Magic School Bus: Rides Again” science kit, **Exploring Oceans**, has Ms. Frizzle and her students taking Young Scientists on a wild ride. Budding scientists (ages 5 and up), along with their families, will make a desalination plant, study different kinds of salts, make shells bubble, collect and identify shells, create collector cards, learn about the starfish and sand dollars (included), 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!

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! To mark its 20<sup>th</sup> anniversary of kid-friendly science adventures that last a lifetime, the Club is donating 10% of its year-long profits of the Exploration Series to a kit-themed charity that Young Scientists can [choose on the website](#).

“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 Esther Novis, founder and President of The Young Scientists Club. “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.”

### ABOUT THE YOUNG SCIENTISTS CLUB

It's been 20 years since Esther Novis, a mother of five and a 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

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science column for Parents Magazine plus wrote science experiments for the new science curriculum by McGraw-Hill Publishing.

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