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BETTER THAN CANDY SALES OR CAR WASHES, SLIME, MAGNETS & VOLCANOES PUT THE FUN (& PROFITS) IN FUNDRAISING THIS SEASON

*The Young Scientists Club Presents Its Award-Winning Science Kits For
Schools And Clubs To Sell With 20% Cash Back And Free Gifts*

Jamestown, RI (October 12, 2012) – If you live near families with young children, your doorbell rings with eager youngsters selling coupon books, raffle tickets, gift wrap, candles and lots of things that you really don't want, but, it's for a good cause. This season, smart fundraising chairpersons will offer something to really get excited about purchasing: slime, goop and magnets! It's all part of The Young Scientists Club new initiative to give science kits for the holidays while giving back 20% cash to a worthy organization.

With kit names like *Sci-ology* (\$14.99), *Microscope Lab* (\$39.99) and *Attracted To Magnificent Magnets* (\$19.99) parents, grandparents and neighbors can give young children an exciting and educational peek into the world of science that's age-appropriate, even at ages 4 or 5 years because you are never too young to discover the world around you or just your backyard. As part of a fundraising effort for non-profits, schools and groups, the science kit giver is rewarded twice -- not only purchasing a great product but having cash donated back to a favorite cause.

Best of all, it can all be done virtually, through The Young Scientists Club website, www.theyoungscientistsclub.com/fundraising. They will handle the ordering, shipping and accounting. All the fundraising chair needs to do is sign up and spread the word! Additional incentives include free shipping to the organization/school; free gift with every order while supplies last (goggles? magnifying glass? Tyvec lab coat anyone?) plus for every \$1,000 spent, the organization receives an additional free kit of *The Magic School Bus Growing Amazing Polymers* (\$79.99 value). The added bonus is a group-sized kit for up to 30 participants.

Fundraisers simply follow these four steps:

1. Call 1-800-964-1320 and register to receive a code specifically for your group.
2. Work with The Young Scientists Club to personalize an email to spread the word of this great offer.
3. Invite parents, grandparents, and supporters to shop online using your school/club code. Since they place their order themselves, the group coordinator does not have to manage or collect orders or payments.
4. Anticipate the arrival of The Young Scientist Club shipment, brown shopping bags, and donation check!

To satisfy everyone's price range and interest, 24 different products are available for fundraising and each is described in detail online. Kits start at \$14.99, \$19.99 and \$24.99 and go up to \$39.99 and \$79.99. For an over-the-top holiday gift, consider giving a one-year subscription for monthly delivery of science kits for \$239.99.

Getting to that \$1,000 goal should not be difficult, especially with appealing kits from *The Magic School Bus* such as:

The Magic School Bus™

Attracted to Magnificent Magnets • Ages 5+ • \$19.99

Ms. Frizzle and her students take Young Scientists on a wild ride while becoming attracted to magnificent magnets. Young Scientists go on a magnetic scavenger hunt, build a compass, make magnetic slime, design magnetic faces, experiment with lodestone, play magnetic games, hold magnetic car races, and much, much more! This magnified kit includes a colorful poster with a racing track, game board, and experiment diagrams.



The Magic School Bus™

Blasting Off With Erupting Volcanoes • Ages 5+ • \$19.99

What makes volcanoes erupt? Young Scientists join Ms. Frizzle inside the life of a volcanologist. Children as young as 5 can learn about the layers of the Earth, study tectonic plate movement, explore different volcanic eruptions, make real pumice float, create the ultimate “lava” mixture, paint and explode a volcano and more! This explosive kit includes a colorful poster with volcanic facts, pictures and stickers.



The Magic School Bus™

Slime and Polymer Lab • Ages 5+ • \$39.99

Ms. Frizzle and her students take Young Scientists on a wild ride with *The Magic School Bus™* as they explore slime and polymers. Young Scientists make polymers out of milk, make slime, create goop, produce a snow eruption, melt snow, grow super-absorbent flowers, germinate seeds in polymers, perform a polymer trick, dehydrate polymers, and much, much more! This bus-shaped kit comes packed with science components, 20 colorful experiment cards, a data notebook to record observations, and 10 containers of polymers including super balls, rainbow beads, snow, and gel crystals.



The Magic School Bus™

Chemistry Lab • Ages 5+ • \$39.99

Budding chemists can join Ms. Frizzle and her students as they explore the field of chemistry. Young Scientists make sticky ice, use litmus paper, measure pH, perform chromatography, make bubble sculptures, wake-up fungus, create slime, form a bouncy ball, learn about density, produce a milk rainbow, plate copper, and so much more! This exhilarating bus-shaped kit comes packed with

science components, 51 colorful experiment cards and a data notebook to record observations.



The Magic School Bus™ Microscope Lab • Ages 5+ • \$39.99

Join Ms. Frizzle on her Magic School Bus and explore the world from a different perspective – under a microscope! Young Scientists learn about the history of the microscope, explore the different parts of this science tool, and discover how to use one. Children as young as 5 can make slides of water droplets, plant parts, textile fibers, paper, crystals and more! This investigative bus-shaped kit comes with a real, working microscope, blank slides, cover slips, tweezers, collecting vial, 20 colorful experiment cards, prepared slides of fungi and algae plus a data notebook to record observations. Like the Chemistry Lab, this overflowing kit is packaged in a bus-shaped box for storage.



The Magic School Bus™

Grow Amazing Polymers Group Pack • Ages 5+ • \$79.99

Ms. Frizzle and her students take Young Scientists on a wild ride with this group pack for up to 30 students. Grow Amazing Polymers is great for the classroom, after-school programs, science enrichment, boy and girl scouts, camps, or a Magic School Bus birthday party! Young Scientists grow super balls, snow, rainbow beads, crystal gels, and polymer flowers while learning about the importance and science of super-absorbent polymers. This kit comes with 30 colorful manuals that are based on the popular Magic School Bus TV

and book series. What could be better for a class activity, play date or neighborhood get-together?

Visit the award-winning The Young Scientists Club at www.theyoungscientistsclub.com for more information about fundraising efforts and all of their retail products.

ABOUT THE MAGIC SCHOOL BUS

Based on the best-selling Scholastic book series The Magic School Bus is an award-winning animated TV series seen in 39 countries and 16 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 ("The Magic School Bus: Oceans" and "The Magic School Bus: Dinosaurs"), a new game for Nintendo DS and recently launched a 60-city live touring show ("The Magic School Bus Live! The Climate Challenge"). For more info about The Magic School Bus, please 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.