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CONTACT: KidStuff Public Relations
Lisa Orman • 608-767-1102
or lisa@kidstuffpr.com



THE YOUNG SCIENTISTS CLUB CELEBRATES THE 25th ANNIVERSARY OF THE MAGIC SCHOOL BUS™ WITH FIVE NEW KITS FOR 2011

*See What's New At The Young Scientists Club Toy Fair Booth 5233-
Including The Introduction Of A New Lab Series And Appearances By The Beloved Ms.
Frizzle!*

Jamestown, RI (February 13, 2011) – In 2011, the kids will cheer as The Young Scientists Club rolls out its newest science kits to explore and experiment with volcanoes, electricity, chemistry, and microscopes while taking an imaginary ride with Ms. Frizzle on board The Magic School Bus. Visitors to the American International Toy Fair Booth 5233 can peek inside four new [Magic School Bus science kits](#) from the award-winning toymaker.

As always, each science kit is thoughtfully designed by a team of Harvard graduates, scientists, educators, and parents. Then Young Scientists get to play-test every new concept at the company's dynamic summer camps. This pre-production research guarantees that each new product combines fun and fascination with quality and learning. The company has won dozens of toy industry awards over the years as *scientific proof!*



These ingenious activity kits engage girls and boys in an exciting and positive manner. Because The Young Scientists Club believes, above all, that children should be exposed to the exciting field of science at an early age, each of the Spring 2011 products were designed for children as young as 5 years old. What are the hot topics for young scientists? Kids can take their pick from erupting volcanoes to jumping into electricity. If that won't make their hair stand on end (!), there is an introduction to chemistry and exploring with a microscope. These new topics are part of the popular Magic School Bus series from The Young Scientists Club.

To celebrate, in addition to two new Magic School Bus \$19.99 kits (now totaling 11 kits!), The Young Scientists Club is introducing a new deluxe Magic School Bus lab series for young scientists, to be introduced at Toy Fair.

Listed below are The Young Scientist Club's newest products, expected on store shelves in early 2011:



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. Seatbelts, everyone! Get ready to experiment with your very own chemistry lab.

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™ Jumping Into Electricity • Ages 5+ • \$19.99

Ms. Frizzle and her students take Young Scientists into the fascinating world of electricity. Imagine being able to generate lightning bolts! Young Scientists can use anti-static sheets, make cereal dance, bend a water stream, create static hair, construct an electric circuit, build a light switch, experiment with insulators and conductors, design electric games and more! There's even a colorful circuit board holder. Buckle up, kids, for this electrifying ride!



The Magic School Bus™ Blasting Off With Erupting Volcanoes • Ages 5+ • \$19.99

What makes a volcano 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 Young Scientists Club will also introduce a new kit in its nature series:



Science On A Fossil Dig • Ages 5+ • \$14.99

In this simulation of a real paleontology fossil dig, young scientists can hunt for a fossilized shark tooth, brachiopod shell, gastropod shell and "squid" shell. These real - *millions of years old* - fossils are enclosed in a cool chalk "brick" and are revealed by using the supplied scraping and brush tools, similar to what real paleontologists use! Young paleontologists then take a closer look at these fossils with the enclosed magnifying glass and learn fascinating details about each fossil using the fun fact cards.

The company makes a point of assuring parents (and grandparents) with little or no science background that they will find the kits as easy to use as parents with advanced science degrees. Look for these new kits and all of the award-winning The Young Scientists Club products at their online store and website, www.kidsciencekits.com.

With over 58 million books in print from Scholastic and an Emmy award winning television show sold in more than 35 countries, the Magic School Bus will celebrate its 25th anniversary in 2011. The show currently airs on Qubo in the United States; a live show entitled “The Magic School Bus Live: THE CLIMATE CHALLENGE will launch later this year. For more information, please go to www.scholastic.com/magicschoolbus.

ABOUT THE YOUNG SCIENTISTS CLUB

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.

Visit the award-winning The Young Scientists Club at www.kidsciencekits.com for more information.