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YOUNG SCIENTISTS CLUB ENLISTS **CLIFFORD THE BIG RED DOG™** TO TEACH NEW TRICKS TO KIDS

Visitors To Toy Fair Booth 5508 First To See Science Kits Featuring Clifford The Big Red Dog™ and Perennial Favorite The Magic School Bus™

Jamestown, RI (January 4, 2013) – Toy buyers and retailers may be surprised to learn that although you can't teach an old dog new tricks, a big red dog will be teaching science "tricks" to youngsters in 2013. The Young Scientists Club has enlisted -- through a new licensing agreement -- a beloved literary character, Clifford, to guide kids to discover bubbles, rainbows and experiments by the kitchen sink in three new kits! Perennial favorite The Magic School Bus returns in the form of two new science toys with a focus on weather and nature. Visitors to The Young Scientists Club's Booth 5508 at the American International Toy Fair will get the first peek at these five fabulous kits that get kids as young as three excited about the world around them.

Baby boomers were the first to adore the Norman Bridwell-penned *Clifford the Big Red Dog* book. Now 50 years **later**, Scholastic is set to celebrate Clifford's official birthday in February 2013 just as The Young Scientists Club launches its three licensed kits featuring the loveable big dog on the cover and throughout the science experiments manuals. Clifford leads kids by the paw with the help of his friend Emily Elizabeth who narrates the story line of each experiment.

Also new for 2013 are two wild rides courtesy of Ms. Frizzle from The Magic School Bus who has been a big hit with The Young Scientists Club fans. Weather is a subject that children as young as five will discover with experiments ranging from tornados in a bottle to using a sun dial. Beyond the sun and clouds is the whole world of nature. Young scientists will explore, through a second kit, the flora and fauna of their own backyard.

Throughout the years, it's easy to see why thousands of children, parents and educators have been attracted to this brilliant science kit line. As any scientist knows, the mixing and measuring and pondering in the world of science is really fun! Jump on the bandwagon with a huge red dog and a wacky science teacher once these five fascinating kits hit store shelves in March 2013:

Clifford The Big Red Dog Bubble Science • Ages 3+ • \$19.99

Dogs love to chase bubbles and even giant sized one knows there's some intriguing science behind the bouncy balls. Emily



Elizabeth, the narrator in the colorful 20-page manual, guides young scientists through exciting experiments with catchy titles such as oil and water, water bubbles, jumping pepper, gliding boat, bubble sculptures, big bubbles, mini bubbles, funnel bubbles, colored bubbles, bubble prints, bubble blow art, pipe cleaner bubbles, and carbon dioxide bubbles. Young Scientists will feel like real scientists when they use the included colorful lab tray, measuring cup, and funnel to perform their experiments! Join Clifford and his friends on an adventure into the world of science!

Clifford The Big Red Dog Rainbow Science • Ages 3+ • \$19.99

There won't be a pot of gold at the end of these experiments but knowledge is golden as Clifford explores the world of rainbow science. Emily Elizabeth narrates youngsters through the colorful manual as young scientists create experiments with catchy titles such as milk rainbow, mixing colors, rainbow star, ceiling rainbow, moving colors, chromatography bookmarks, colored bubbles in oil, colored bubbles in a tube, catching a rainbow, rainbow glasses, rainbow spinner, and rainbow explosions. Young Scientists will feel like real scientists when they use the included colorful lab tray, measuring cup, test tubes, pipette, and funnel to perform their experiments!



Clifford The Big Red Dog Kitchen Science • Ages 3+ • \$19.99

Clifford knows the kitchen can be a very intriguing place beyond the place to grab snacks and drinks. His friend Emily Elizabeth guides young scientists through captivating experiments with catchy titles such as test tube explosion, making slime, crystal star, crystal art, milk glue, colored celery, waking up fungus, fungus eats bananas, fungus in a tube, sticky ice, upside down trick, crystal garden, and exploding volcano. Young Scientists will feel like real scientists when they use the included colorful lab tray, measuring cup, test tubes, and funnel to perform their experiments!

The Magic School Bus Weather 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 the weather. Young Scientists get to spin a pinwheel, make a tornado in a bottle, swirl a paper snake, recreate the water cycle, create a rain cloud, use a sundial, construct a barometer, catch a rainbow, and learn about the greenhouse effect. Youngsters become their own meteorologist by building the bus-shaped weather station with a thermometer, rain gauge, wind meter, wind vane, and compass. The weather is then tracked on the enclosed weather chart with colorful stickers. This captivating bus-shaped kit comes packed with lots of science components, 28 colorful experiment



cards, weather station, weather chart, stickers, and data notebook to record observations.

The Magic School Bus Explore The Wonders Of Nature • Ages 5+ • \$19.99

Ms. Frizzle and her students are back to take eager boys and girls on a class trip into the wonders of nature. Young Scientists make a bug house, find treasures on a scavenger hunt, cast an animal track, create a paper mâché ant, learn about the life cycle, build an ant farm, explore sun prints, construct leaf art, dry flowers, dissolve an egg shell, play the animal tracks game, and much, much more!

Year after year, The Young Scientists Club continues to wow children with unlimited possibilities, parents with age appropriate (and fun!) learning tools and toy industry judges with phenomenal products that empower children to explore and wonder. See the entire line of science games and kits created for young minds at www.theyoungscientistsclub.com.



ABOUT CLIFFORD THE BIG RED DOG

For 50 years, Clifford the Big Red Dog has been entertaining children, parents and teachers with his BIG adventures. In his beloved dog, Norman Bridwell created a literary classic embraced by generations around the world. Since the first Clifford® book was published in 1963, the property has grown to include 126 million books in print and an Emmy® Award-winning television series – currently in its twelfth consecutive season on PBS KIDS; the show has been sold to 30 countries in 12 languages worldwide. For more info about Clifford, visit www.scholastic.com/clifford.

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, 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.