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MATHEMATICS FACTORS INTO THE YOUNG SCIENTISTS CLUB 2014 ROSTER WITH DEBUT OF MATH EXPLOSION

*Visit Booth 5222 For The Magic School Bus™ Math Explosion Kit
That Fosters Kids To Pursue All The Topics Of A STEM Education*

Jamestown, RI (November 21, 2013) – Quick, name three things that start with the letter "M" that kids like. How about magnets and marshmallows? And of course, math. Yes, arithmetic! Kids are discovering that adding, subtracting, multiplying and dividing are really fun when they involve an erupting volcano! That kind of out-of-the-box thinking is what has made The Young Scientists Club so successful. The company that started in 1998 with phenomenal products that empower children to explore science has factored in math with their newest product, **The Magic School Bus Math Explosion** (\$29.99). Visitors to their Toy Fair Booth 5222 will be the first see "lava" flow as they review their own math skills!

Captivated and concentrated were the reactions of both boys and girls that got their hands on the game as pre-testers before it officially hits store shelves in Spring 2014. Observed one mom in the focus group, "*Math Explosion* makes learning math fun for my kids. They were fascinated with the volcanic explosion and were excited to add and subtract just to see it erupt!"



Having Ms. Frizzle, of the best-selling Scholastic book series *The Magic School Bus*, lead young minds on a math adventure is persuasive to those who may be apprehensive about learning their math facts. **The Magic School Bus Math Explosion** shows math can be a blast!

As kids grow, they discover that good math skills are needed in daily life from measuring ingredients in a cookie recipe to counting out change at the convenience store. Yet why do students shy away from studying math, especially girls?

"Children that learn and know their math facts," underscores The Young Scientists

Club President and Founder Esther Novis, "are more successful in the math and science fields throughout their school career, whether it is middle school, high school, or college. *Math Explosion*, like all of our other products, has been designed to be gender neutral as we want to encourage both boys and girls to play the game and get better and faster at their math skills."

Now that STEM -- Science, Technology, Math & Engineering -- classes are the new roadmap in schools, kids are expected to have mastered basic skills. Having a game like *Math Explosion* will bring the enthusiasm for learning into the home and the classroom for youngsters as early as age 5.



"My goal in partnering again with The Magic School Bus," reveals Novis, "is that Science and Math are so closely related. I want to help develop the stronger math fact skills that in turn, will increase both the confidence and the desire for learning math and science. As a result, more boys and girls will want to go into the STEM fields."

To make this math game more appealing, The Young Scientists Club sprinkled fun volcano facts all around the borders of the board game. The lava -- baking soda and vinegar -- is the "prize" (i.e. incentive) for students correctly answering the math questions! Pavlov would be pleased!

The Magic School Bus Math Explosion • Ages 5+ • \$29.99

Hop on board with Ms. Frizzle and discover science and math in an entertaining game for all ages. Players are able to customize math facts with a math fact creator so that any age can play, from kindergarten to middle school. The goal is to be the first player to explode the volcano by getting your math facts correct! How? A two-sided laminated game board includes both a speedy and extended game, fascinating volcano facts in the border, a volcano for the explosions, a bowl to catch the volcanic "lava," and colorful measuring cups as game pieces! Also included in the kit are bonus cards, printable math fact sheets plus an on-line math creator for unlimited math facts. Wahoo!

Of course mixing baking soda and vinegar with explosive results appeals to all kids, no matter their age. And that's the point of all The Young Scientist Club products. It's youngsters that counsel the company, now celebrating its 15th anniversary (1998-2014). As with most products the company manufactures and introduces to the retail marketplace, *Math Explosion* was first tested and refined at the company's summer science camp for kids.

Discover the entire line of games and kits created for young minds at their informative website, www.TheYoungScientistsClub.com. While online, click on the various videos of Ms. Frizzle exploring current science kits. As she likes to say, "it's time to burn rubber and discover!"

ABOUT THE YOUNG SCIENTISTS CLUB

Esther Novis, a mother of five and a former Harvard-trained biologist, started The Young Scientists Club 15 years ago 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.

ABOUT THE MAGIC SCHOOL BUS

Based on the best-selling Scholastic book series, The Magic School Bus is an award-winning animated TV series sold to more than 30 countries in 15 languages. With 85 million books in print, the brand has won many industry awards, including two Emmy awards for Lily Tomlin's portrayal of Ms. Frizzle in the TV series, five CINE Golden Eagles, a Parent's Choice Gold Medal, a National Conservation Achievement Award, an Environmental Media Association Award, and the Annenberg Public Policy Center Award. For more info about The Magic School Bus, visit www.scholastic.com/magicschoolbus and www.facebook.com/magicschoolbus.