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## ABRACADABRA! 2015 SCIENCE KITS EXPLORE THE SCIENTIFIC MYSTERIES OF MAGIC AND WATER

*The Young Scientists Club Celebrates 16 Years Of Introducing Kids To The  
Excitement Of Science, Math & Engineering*

Jamestown, RI (February 22, 2015) – Now you see it, now you don't. The science behind magic, water and crystals is the focus of The Young Scientists Club's 16th season of whimsical lessons in science, math and even engineering. With the help of Scholastic's Clifford The Big Red Dog®, kids are eager to discover basic science principles as they graduate from preschool to kindergarten.

"Isn't preschool a bit young for science kits," some parents wonder? Then again, have you seen a 3-year-old work the gadgets around the house? Children are naturally curious about their surroundings. They taste, touch, smell, push, pull, prod without being told. In fact, they are natural scientists! Since 1999, The Young Scientists Club has introduced tots as young as 3 to 5 years old how to explore the world around them with engaging activities. As the need for STEM - science, technology, engineering and math -- scholars continues to explode, giving a young child a science kit is a wonderful gift (double meaning intended!).

Industry leaders have been calling for just this sort of fun educational activity. "We need to start early — even before kindergarten," says Boeing's Rick Stephens, Senior VP of Human Resources and Administration, "to nurture children's natural curiosity. It's a first step in creating the skilled workforce that allows the U.S. to compete globally." The CEO of DuPont, Ellen Kullman, agrees. "The path to STEM education starts early, before kindergarten, and we need to engage throughout the education process, not just at the college level."

To entice the youngest of learners, The Young Scientists Club has licensed Clifford The Big Red Dog to "host" a series of simple science kits for the Pre-K crowd. The results have been applauded by parents and by toy industry judges from Oppenheim Toy Portfolio's double prize of *2014 Gold Seal* and *2014 SNAP - Special Needs Adaptable Product - Seal* to Creative Child Magazine's *2014 Preferred Choice Award*. That's two paws up in dog speak.



Look for two themed kits -- **Clifford Magic Science (\$19.99)** and **Clifford Water Science (\$19.99)** --launching at Toy Fair 2015. Dubbed "Science Kits For Little Hands," these activity sets feature beloved literary personality Emily Elizabeth and her best friend with a tail, Clifford, who eagerly walk youngsters through the magic of a floating egg, reverse reflections and an underwater rainbow! With a focus on all-things-water, kids learn the principals of floating and sinking.

Look for these two new boxed sets on toy store and specialty shop shelves, online and as part of the company's mail-order subscription series now:

### **Clifford Magic Science • Ages 3+ • \$19.99**

No magic wand is needed for these "tricks" as young explorers uncover the real science behind the magic. Emily Elizabeth, the narrator in the colorful 20-page manual, guides youngsters through experiments with catchy titles like funny mirrors, building a kaleidoscope, magic rainbow glasses, magic comb, jumping pepper, tornado in a bottle, paper making magic, magic crystals, and magic test tube explosion. Woof! This kit comes with rainbow glasses, measuring cup, test tube, bottle connector, screen, sponges, and much more. Like many Young Scientists kits, this one comes with a colorful lab tray, measuring cup, and test tube to perform their experiments!

### **Clifford Water Science • Ages 3+ • \$19.99**

This kit will make a splash with kids and the grownups! But raincoats and umbrellas are not needed. Emily Elizabeth explains the simple water experiments with catchy titles like icebergs, phases of water, water cycle, making rain, colored celery, chromatography, submarine, foam boat, and water magic. Young Scientists will feel like real scientists when they use the included lab tray, measuring cup, pipette, chromatography paper, and test tubes to perform their experiments!



Discover the entire line of games, kits, subscriptions and more -  
- created just for young minds -- at [www.TheYoungScientistsClub.com](http://www.TheYoungScientistsClub.com).

### **ABOUT CLIFFORD THE BIG RED DOG**

For 53 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](http://www.scholastic.com/clifford).

### **ABOUT SCHOLASTIC**

Scholastic Corporation is the world's largest publisher and distributor of children's books and a leader in educational technology and children's media. Since 1920, Scholastic has been creating quality educational and entertaining materials and products for use in school and at home. Today they include children's books, magazines, technology-based products, teacher materials, television programming, film, videos and toys. Scholastic distributes its products and services through a variety of channels, including proprietary school-based book clubs and school-based book fairs, retail stores, schools, libraries, television networks and [www.scholastic.com](http://www.scholastic.com).

### **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.