

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



NEED PROOF OF THE PERFECT PRESENT? YOUNG SCIENTISTS CLUB KITS BOAST 11 AWARDS!

*Parents' Choice, Oppenheim Toy Portfolio, Mr. Dad & Creative Child
All Adore Magic School Bus and Clifford Themed DIY Experiments*

Jamestown, RI (October 16, 2015) – Any of this year's products from The Young Scientists Club -- such as **The Magic School Bus Science Explosion** game (\$29.99) – will make a perfect present for a boy or girl. The proof is not in the pudding but in the words of four prestigious panels that judge toys. Parents' Choice, Oppenheim Toy Portfolio, Creative Child and Mr. Dad have observed and concluded that these kits are not only fun but “wahoo” as Magic School Bus' Ms. Frizzle says.

When it comes to holiday shopping, it's not just parents but aunts and grandmoms that like to roam the toy aisle. With so many choices, it's hard to know what today's child might like. How about wrapping up an explosion, an iceberg, or a tornado in a bottle? All the tools you'll need for an in-house experiment like those are packed into each whimsical kit from The Young Scientists Club. The discussions that follow afterwards might make the best gift of all!

“The experiments themselves are simple and easy-to-conduct for even the youngest scientists,” begins the review by the prestigious Parents' Choice Foundation who gave an astonishing three Silvers to this year's kits, along with an Approved award. “Children can learn about light composition using rainbow glasses, learn about reflections by creating a kaleidoscope, practice recycling by creating their own paper and more. It even features the age-old baking soda and vinegar explosion that children have been using for science fair volcanoes for decades - a big hit with our group. Enthusiastic thumbs up for this magical introduction to the scientific method and basic scientific concepts.”



Dads like to get their hands messy with these kits as much as the kids do! These four award-winning kits, all new for 2015, will make family time, especially over the long winter break, quite memorable! Get the camera ready for the moment the experiment makes its conclusion – with a splash, eruption or pretty crystal.

Clifford The Big Red Dog Water Science • Ages 3+ • \$19.99
*Oppenheim Toy Portfolio 2015 Best Toy Award – Gold Seal
Parents' Choice Award, 2015 Silver
Creative Child's 2015 Seal Of Excellence Award, Educational
Science Kits category
Mr. Dad Seal of Approval 2015 Father's Day*



This kit will make a splash 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, test tubes and more to perform experiments!

Clifford Magic Science • Ages 3+ • \$19.99

*Creative Child 2015 Preferred Choice Award, Educational Science Kits category
Parents' Choice Award, 2015 Silver*



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, jumping pepper, tornado in a bottle and more. This kit comes with rainbow glasses, measuring cup, bottle connector, screen, sponges, a colorful lab tray, measuring cup and much more.



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

*Parents' Choice Award, 2015 Silver
Mr. Dad Seal Of Approval 2015 Father's Day
Creative Child 2015 Game Of The Year Award, Educational Science Kits category*

It's okay to explode something in the house with this safe but exciting board game. The first player to the finish line gets to explode the volcano. As Ms. Frizzle says, "Wahoo! It's time to burn rubber and discover!"

The Magic School Bus Ages 5+ • \$19.99

Parents' Choice Award, Creative Child 2015 Educational Science

Ms. Frizzle and her "crazy" crystals. Young crystals, make a crystal garden, make grow a crystal tree, and kit comes with an observation chart to keep track of the crazy crystal growth.



Growing Crazy Crystals

2015 Approved Kids Product Of The Year Award, Kits category

busload of students are eager to grow Scientists explore sugar and salt star, create crystal art, grow a salt Epsom salt crystals, create a geode, much, much more! This crystallizing

Find all these STEM-related boxed sets on toy store and specialty shop shelves and online now, coast to coast.

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 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 and a new game for Nintendo DS. For more info about The Magic School Bus, visit www.scholastic.com/magicschoolbus.

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.

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.