

the Bloom Report

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Company Profile Of The Week

Want to know more about the companies in our industry?

In this space we feature a different *company profile* each week...

This week's profile: **The Young Scientists Club, LLC**

The Young Scientists Club® was started in 1999 when Esther Novis (Harvard '87, A.L.M. '94) searched for good quality kits that would provide hands-on scientific fun combined with a true educational science exposure for her own young children. She found none. The science products that were on the market targeted mostly older children, mainly boys. She considered them more arts & crafts than real science. The frustration of not being able to find quality age-appropriate products led to the genesis of The Young Scientists Club.

Mission Statement - To offer children high-quality, science-related products that will fascinate them with the wonders of scientific discovery and spark an interest in future scientific endeavors.

Company Snapshot - The company was started in 1999 when Esther Novis (Harvard '87, A.L.M. '94) searched for good quality kits that would provide hands-on scientific fun combined with a true educational science exposure for her own young children. She found none. The science products that were on the market targeted mostly older children, mainly boys. She considered them more arts & crafts than real science. The frustration of not being able to find quality age-appropriate products led to the genesis of The Young Scientists Club.

New for 2018 - A fresh new face for all Magic School Bus kits with graphics from the new Netflix TV show, introducing a new generation of fans to the longtime favorite show.

Products - Math and Science Explosion board games, Clifford the Big Red Dog, Magic School Bus Series sets, Science on a Tracking Expedition, Animal Tracks Game, Science On A Nature Walk, Science On A Gardening Adventure, Explore Space & Go Green Mini-Kits, Star Pilot, Science Sets (36), Adventure Science Series (8), Young Scientists Club Subscription Series, Sci-ology game, Dig Real Fossils, Magic School Bus science club and TYSC science program

Key Retail Categories - Specialty Toy, Educational, Book and Game

Target Audience - Ages 3 through 12

Awards - Over 120 toy industry awards including: Canadian Toy Testing Honors Creative Child -- Toy of the Year, Game of the Year Dr. Toy -- 10 Best Educational, 100 Best Children's Products Mr. Dad -- Father's Day Seal of Approval NAPPA Honors Award National Parenting Center -- Seal of Approval Oppenheim Toy Portfolio -- Platinum Parents' Choice Foundation Teacher's Choice Award

Award-Winning Science Kits for Kids!

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