

# FACT SHEET



<b>Company Name</b>	<i>The Young Scientists Club® , LLC</i>
<b>Mission Statement</b>	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.
<b>Company Snapshot</b>	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 <i>were</i> 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.
<b>New for 2016</b>	Six themed Science Art Fusion kits, Magic School Bus Human Body Lab and Magic School Bus Space Lab
<b>Products</b>	Math 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
<b>Key Retail Categories</b>	Specialty Toy, Educational, Book and Game
<b>Target Audience</b>	Ages 3 through 12
<b>Awards</b>	<i>Over 100 toy industry awards including:</i> 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
<b>Contact Information</b>	For press information, samples and images: Lisa Orman, KidStuff Public Relations • (608) 767-1102 • <a href="mailto:Lisa@KidStuffPR.com">Lisa@KidStuffPR.com</a>
<b>Corporate Office</b>	The Young Scientists Club, LLC PO Box 634 Jamestown, RI 02835 (800) 964-1320 <a href="http://www.theyoungscientistsclub.com">www.theyoungscientistsclub.com</a>



## BIOGRAPHY

**Esther Novis** (President and CEO):

Youngsters shouldn't have to wait until their high school physics class to discover that science is fascinating thought Esther Novis. Her own youthful fascination took her to Harvard to earn both a bachelor's and master's degree in Biology. So she created a "club" 17 years ago that brings science to the kitchen table in a whimsical kit for children and tweens.

The success and growth of The Young Scientists Club is due to the extraordinary vision and drive that President and CEO Novis had for exposing children to her love of all-things-science. As the founder of The Young Scientists Club, this mother of five and former biologist oversees all company operations including school, summer camp and retail divisions. In addition to those responsibilities she develops, writes and designs complete lines of unique and innovative science products for both retail and school customers.

Novis began what has become an illustrious and brilliant career in science at Harvard University where she received a Bachelor of Arts in Biology in 1987. While working on her BA, Novis received the Harvard Award for academic excellence and the Elizabeth Agassiz Award for high academic achievement. Following her tenure at Harvard she attended Thomas Jefferson Medical School in Philadelphia, PA.

Taking a break from her formal education, Novis became a full-time teacher from 1989 until 1994. For 2 years, she taught high school mathematics, science and computer science at The Harvard School, an inner city school in Chicago, IL. She stayed in Chicago for another 2 years and taught physics, honors chemistry, computer science and human anatomy and physiology at the Academy of the Sacred Heart.

Her final stint as a formal teacher was spent at the highly respected Phillips Andover Academy in Andover, MA. While there, she taught several science classes, coached field hockey, squash, tennis, and served as the house counselor for a dormitory. What makes this accomplishment even more impressive is the fact that while teaching at Phillips Andover, Novis not only completed her Masters in Biology at Harvard, but also received the Thomas Small Prize for high academic achievement while doing it.

After completing her master's work, Novis settled in Jamestown, RI and started her highly popular and very successful Science Summer Camp and After-School Programs. In these programs, she used her vast teaching experiences to instruct young children in a complete range of science and math topics.

Encouraged by the overwhelming response and approval by parents, educators and peers to her teaching style and philosophy, the summer science camps evolved into The Young Scientists Club. Novis uses the feedback and experiences that she has with the children in her summer camps to create all of The Young Scientists Club's products.

In addition to running The Young Scientists Club, this business leader serves as a writer and consultant nationwide. She recently completed designing and writing experiments for the California Science Curriculum, published by McGraw Hill Publishing. She has also had articles published in *North American Bird Bander*, *Indiana Audubon Quarterly* and *Parents Magazine*.



## BACKGROUND

Children are naturally curious about how the world around them works. Unfortunately, for most youngsters that desire to learn about science is never properly nurtured. And while most of us are not destined to be Albert Einsteins or Marie Curies, a basic knowledge of science is helpful throughout life. Not to mention, if taught properly, science is very exciting and dare we say – fun! That’s the consensus of 17 years of alumni of The Young Scientists Club®.

Started in 1999 by Esther Novis -- a Harvard graduate with degrees in biology and a mother of five -- The Young Scientists Club began as a summer science camp for her 5-year-old son. Friends from other parts of the country teased Novis they felt “cheated” that their kids couldn’t go. So, she packaged the experiments and sent them off. The idea for a science subscription service was born!

The subscription kits -- affordably priced at \$11.99 plus \$4.95 S&H-- are now mailed monthly to thousands of children around the world. Over time, educational and toy retailers began requesting science kits tailor-made for their stores and the subscription science kits were packaged into 12 Science Sets, each with three sequential kits. These sets can be found in retail stores worldwide and at their online Young Scientists store.

The popular Adventure Science Series, with names like *Volcano Madness*, evolved from its original Science Sets. Nature Series such as *Science on a Gardening Adventure* and Games like *Math Explosion* followed. The award-winning titles are best described by Novis as being “fun and engaging hands-on science games, activities and experiments that are accompanied by age-appropriate information.”

In early 2007, The Young Scientists Club introduced The Magic School Bus themed kits. The inventive series won multiple awards in its first year including two Parents’ Choice Foundation Awards and a place on Dr. Toy’s Top 10 Educational Toy List. By 2012 The Magic School Bus Science Club subscription series was being mailed.

The next year a license with Scholastic’s Clifford the Big Red Dog was introduced, lowering the age-appropriate science kits to preschoolers. By 2015 the company added over a half dozen kits including whimsical Clifford’s *Kitchen Science* and *Bubble Science* kits for tots as young as 3 years old. Moms and kids reacted with great enthusiasm and Clifford kits became available via mail-order subscription.

In 2016, a sprinkling of art with the popularity of STEM studies evolved into six themed Science Art Fusion kits with a focus on Space, Crystals, Bubbles, Rainbows, Sculptures and Explosions. Also in 2016, Ms. Frizzle and her wacky adventures continue to entice young scientists with new kits – *Magic School Bus Space Lab* and *Magic School Bus Human Body Lab*.

In 2017, Funtastic Robotics Series was launched. Building then operating robots Hurdle, Sunny, Infra or Metali introduces youngsters to robotic basics that will spark a curiosity to learn more. Novis wanted to create a series that introduces children to the basics of robotics in such a manner that they have fun, learn the basics, and create positive memories so that later in their learning career they will consider the fields of engineering and robotics.”

Under Novis’ direction, all of The Young Scientist Club’s products are high-quality science kits that provide hands-on science fun combined with a true educational science exposure. With enticing graphics and easy-to-follow instructions, Young Scientists Club’s products are designed for school-aged children from preschool to junior high. The sets appeal to both genders as they are developed and tested on target age children in The Young Scientists Club’s summer science camps.

Every product is created and designed by a team of Harvard graduates, scientists, educators and parents with one purpose in mind – to combine fun and fascination with quality and learning in every kit and game. For more information on these edu-taining products, visit [TheYoungScientistsClub.com](http://TheYoungScientistsClub.com).