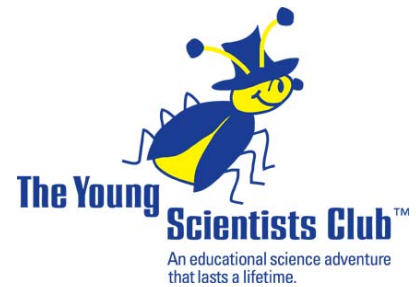


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PARENTS' CHOICE TOP PRIZE HAS YOUNG SCIENTISTS SINGING 'HERE COMES THE SUN'

'Magic School Bus Solar Energy To The Rescue' Kit Wows Industry Judges

Jamestown, RI (July 7, 2010) – When The Beatles sang 'Here Comes The Sun' they scored a No. 1 record. John Denver rode to the top of the charts with 'Sunshine On My Shoulders.' There's something about solar energy that makes everyone a winner. The Young Scientists Club entered their sunshine-y kit on solar energy, and naturally, they won a spot from Parents' Choice Foundation's ultra competitive Spring 2010 Awards. Their *Magic School Bus Solar Energy To The Rescue* science kit earned a Parents' Choice Recommended Seal.

The Young Scientists Club continuously wins the top toy industry awards, year after year, for their novel approach to science education. Their newest kit, featuring the friendly Magic School Bus characters, joins dozens of best sellers that teach a wide range of topics and instill a fondness for science.

According to the Parents' Choice website, only 20% of those items submitted to the Parents' Choice Awards™ program receive a commendation in one of the six award levels! The Parents' Choice Awards committees look for products that entertain and teach with flair, stimulate imagination and inspire creativity. Jessica Hensley, one of the Parents' Choice Foundation reviewers, wrote the following about The Young Scientists Club kit:

Magic School Bus Solar Energy to the Rescue • Ages 5+ • \$19.99

Parents' Choice Recommended Seal

Designed for children 5 and up, the Solar Energy to the Rescue kit includes almost everything to perform sixteen age-appropriate experiments to help children better understand the concept of capturing the sun's energy to create electricity as well as how greenhouse gases work and can negatively impact the earth.

There are a variety of materials included such as a "solar panel" to collect the sun's energy, a motor, a thermometer and balloons. A few of the experiments require basic items from home such as a water bottle or glass.

Each experiment is presented with an overview, illustrated step-by-step instructions to conduct the experiment and further details about the concept at hand. The last page of the instruction booklet includes a summary of each experiment for parents, outlining the results that should be expected. (This was particularly helpful when we made a mistake with one experiment and were confused by our own results.)



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.

Visit the award-winning The Young Scientists Club at www.kidsciencekits.com for more information.