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## TILLYWIG JUDGES EXTEND THREE PAWS UP TO YOUNG SCIENTISTS CLUB'S THREE CLIFFORD KITS

### *Tillywig's Brain Child Award Goes To The Big Red Dog's Playful Bubble, Rainbow & Kitchen Science Series*

Jamestown, RI (May 2, 2013) – In judging circles, two thumbs up is as good as it gets but when it comes to the Tillywig Toy Awards, anything can happen so it's not surprisingly that the Young Scientists Club was just given three paws up! With a new license from The Big Red Dog®, the science adventure company launched its Clifford series of bubble, rainbow and kitchen experiment kits earlier this year. Tillywig's Spring 2013 Brain Child Award recognized all three Clifford kits.

To earn a Brain Child title, products must "energize the mind while seamlessly blending fun and learning." The Young Scientists Club has been doing that for years since its Harvard-trained founder and biologist created her first kit for her own 5-year-old son, now 19 years old. Adding the loveable Clifford to any academic activity guarantees a good time and attentiveness.

The Tillywig judges whole-heartedly agreed using praises like "extraordinary" and "highly efficient laboratory" to express their delight of each kit:

*Science should be fun for kids and arouse their interest in an ongoing exploration, and The Clifford Science Series does a fabulous job of achieving both those ends. It consists of three distinct kits, each with a unique focus - Rainbow Science, Kitchen Science, and Bubble Science. Throughout, the beloved Clifford the Big Red Dog provides an encouraging and familiar presence while his owner, Emily Elizabeth, narrates the story line of each experiment.*

*The experiments are fun, exciting, and often incorporate common household ingredients. They are easy to follow and doable even for young children, making the kits a great introduction to science as well as a way to build on existing scientific skills and confidence levels. The experiments' playful, catchy titles (making slime, jumping pepper, catching a rainbow) pique kids' interest, and the results, which are clearly explained in the manuals, are equally intriguing.*

*The kits themselves are extraordinary, each providing a highly efficient laboratory specific to the experiments at hand. Rainbow Science, for example, includes plastic test tubes, pipette, funnel, measuring cup, mirror, chromatography paper, circular cardboard, crayons, rainbow glasses, and pencil. Each of the three kits also comes with its own lab tray, designed specifically to facilitate that lab's experiments in an efficient, orderly manner.*

Look for these three Young Scientists Club kits online and on store shelves now:



### Clifford The Big Red Dog Bubble Science

• Ages 3+ • \$19.99

Dogs love to chase bubbles and who better to teach children about the intriguing science behind the bouncy balls. Emily Elizabeth, the narrator in the colorful 20-page manual, guides young scientists through exciting experiments such as bubble sculptures, funnel bubbles, bubble prints, bubble blow art, pipe cleaner bubbles and carbon dioxide bubbles. Young Scientists get to handle a lab tray, measuring cup and funnel to perform their experiments.

### Clifford The Big Red Dog Rainbow Science

• Ages 3+ • \$19.99

There won't be a pot of gold at the end of these experiments but knowledge is golden as Clifford explores the world of rainbow science. Emily Elizabeth narrates youngsters through the colorful manual as they create experiments such as milk rainbow, ceiling rainbow, chromatography bookmarks, catching a rainbow, rainbow glasses and rainbow explosions. Young Scientists maneuver the kit's colorful lab tray, measuring cup, test tubes, pipette and funnel as they perform experiments.



### Clifford The Big Red Dog Kitchen Science

• Ages 3+ • \$19.99

Clifford knows the kitchen can be a very intriguing place for more than snacks and drinks. His friend Emily Elizabeth guides young scientists through a test tube explosion, making slime and milk glue, coloring celery, waking up fungus, performing an upside down trick plus an exploding volcano. Young Scientists start to resemble their older white-lab-coat peers when they handle the lab tray, measuring cup, test tubes and funnel.



Each year, Tillywig Toy Awards delivers to consumers, retailers and the media the best new toys, games, and other products available coast to coast. In addition to the evaluation of products, the Tillywig program also awards a small number of retail stores for their ongoing contributions to promoting high quality, innovative new products. Product awards are given on the basis of group play tests, where they can evaluate the entertainment and/or educational value of the products submitted.

### ABOUT THE YOUNG SCIENTISTS CLUB

Esther Novis, a mother of five and a former Harvard-trained biologist, started The Young Scientists Club 14 years ago 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.