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## THE FINALIST FRONTIER: ASTRA TAPS SCIENCE-ART FUSION SPACE KIT AS CANDIDATE FOR BEST TOY!

*Spotlight On 2016 Election Now On Toy Retailers! Stop By Young Scientists Club Booth 318 And Meet “Candidate” Running For Best Toys For Kids*

Jamestown, RI (May 31, 2016) – Specialty retailers will be casting their vote in June for a different kind of election --- choosing the 2016 *ASTRA Best Toys For Kids*. One of the finalists on this year’s ballot is a kit from industry favorite, The Young Scientists Club. Retailers can stop by their ASTRA Marketplace Booth 318 and discover **Science-Art Fusion Space (\$19.99)**. The kit stretches the studies of STEM to STEAM with a sprinkling of art projects about space. Youngsters who make gravity art or construct a space rocket – it’s all in the kit -- absorb basic scientific concepts and begin a lifelong love for science exploration.



For years, retailers have relied on The Young Scientists Club to fascinate their young customers with the wonders of scientific discovery and spark their interest in future scientific endeavors. Science-Art Fusion Space is one of a bundle of six themed kits that combines art and science to inspire creativity and scientific thought – even at age five or six years old!

This *ASTRA Best Toys For Kids Finalist* comes with a customized art/science tray, introduction sheet, large 24 x 24 inch poster plus components to perform 10 exciting experiments. Wow! Young scientists might spend an afternoon building a solar system, creating centrifugal art or performing planet Earth chromatography. Parents can sit nearby and join their little explorer to draw a constellation or build a rocket! Everything needed is in the kit.

ASTRA retail members will be able to vote for their favorite finalist online or on-site at its annual Marketplace & Academy June 5 to 8 in Denver, Colorado. Results will be announced in late June.



Voting for *Best Toys* is significant as ASTRA is an organization that parents and grandparents turn to for solid advice in the area of play. As they stated just before last year’s voting, “Parents want real value out of what they buy, so they’re not wasting money. But more importantly, they are truly interested in

watching their child enjoy playtime and being a part of making memories. ASTRA strives to offer parents informed recommendations, expert opinions, and age-appropriate advice.”

The Young Scientists Club rolls out new products every year to encourage girls and boys to relish all that science has to offer. Fun topics like Bubbles, Crystals, Explosions and Rainbows join Space in this new series of Science-Art Fusion kits.

**Science Art Fusion Space • Ages 5+ • \$19.99**

*ASTRA 2016 Best Toys For Kids Finalist*

*Creative Child 2016 Toy Of The Year – Educational Creative Toys Category*

*Creative Child 2016 Creative Play Of The Year Award – Creative Play Kits Category*

*The National Parenting Center 2016 Seal of Approval Winner*

One of six STEAM-themed kits, this customized art/science tray keeps all the experiment elements safe in one spot (and not on the kitchen table or floor!) Experiments are memorable and afterwards, can be displayed with the enclosed 24 x 24 inch poster. Like all Young Scientists kits, the focus is on fun!



For more information, visit their website at

[www.TheYoungScientistsClub.com](http://www.TheYoungScientistsClub.com). Follow them on social media to learn about new products, specials and more.

**ABOUT THE YOUNG SCIENTISTS CLUB**

It’s been 17 years since 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.