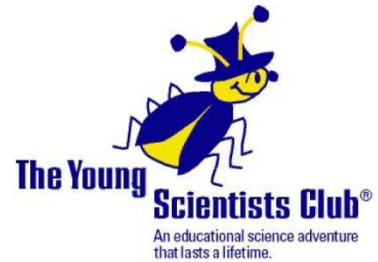


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MAGIC SCHOOL BUS HUMAN BODY LAB STRIKES GOLD WITH OPPENHEIM TOY PORTFOLIO JUDGES

The Young Scientists Club Boasts An Armload Of 2016 Honors Including Newest Oppenheim's Gold Seal Award

Jamestown, RI (July 18, 2016) – The Young Scientists Club believes skeletons should hang from a suction cup in a prominent spot and never in a closet! That's the attraction of their newest Magic School Bus kit, **Human Body Lab (\$39.99)**. The 17" skeleton that kids get to assemble is the centerpiece of this fascinating kit that introduces basic concepts of anatomy. The judges at Oppenheim Toy Portfolio practically yelled *wahoo!* (as Magic School Bus' Ms. Frizzle always blurts out) when they completed their skeleton task. They awarded this science kit for youngsters a *Gold Seal Award 2016 for Early School and Tweens*.

Winning the Gold Seal is reserved for “outstanding new products that enhance the lives of children.” The Human Body Lab was one of several new products launched by The Young Scientists Club at this year's American International Toy Fair. Kids around the world look forward to the newest kits where kitchen-table-experiments fascinate thus spark a lifelong love for science endeavors.

“Newest in the award winning Magic School Bus Science kits, the Human Body Lab comes with a 17” skeleton to assemble,” begins the glowing review by Oppenheim Toy Portfolio. “Once they get all those bones together they can hang it on a suction cup to the window. The kit also comes with cling-on window stickers, a chart that names all the bones, and 20 experiment cards with activities that introduce kids to measuring their pulse, dilating their pupils, fingerprinting, and plenty of other activities that build budding understanding of basic concepts relating to the human body. All packed in a colorful bus shaped box. Marked for 5 -12, this will be a parent /child kit to share or one that 8's and up will enjoy on their own.”

Listed below are each of the 2016 honors -- divided amongst the two new Magic School Bus kits and the six kits that make up the Science-Art Fusion Series. As kids and judges quickly discover, these STEM or STEAM focused kits always include fun!

The Magic School Bus Human Body Lab • Ages 5+ • \$39.99

*Oppenheim Toy Portfolio Gold Seal Award 2016
Creative Child 2016 Kids Product Of The Year Award –
Educational Science Kits Category*

The human body is absolutely fascinating. Inside this complete lab are components for experiments – learn about various organs like the lungs – plus a poster, sticker sheet, 20 colorful experiment cards and a nifty data



notebook to record observations.

The Magic School Bus Space Lab • Ages 5+ • \$39.99

Creative Child 2016 Preferred Choice Award – Educational Science Kits Category

Inside this school bus-shaped lab is an astronomical device called the Star Pilot™ that locates constellations both on the star ball and in the night sky! Captivating experiments and activities include learning about the life cycle of a star, creating a planet poster, a 16-page booklet debunking constellation myths and a data notebook.

Science Art Fusion Series • 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

Choose a topic: Bubbles, Crystals, Explosions, Rainbows, Sculptures or Space. These six STEAM themed kits can be found in specialty stores or ordered online. The 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.

For more information, visit their website at 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.