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YOUNG SCIENTISTS CLASSIFY 2017 ROBOTICS KITS TO BE ‘FUNTASTIC’

*Join The Fun At Toy Fair Booth 5804 As The Young Scientists Club
Builds Then Maneuvers Robots Infra, Metali, Hurdle and Sunny*

Jamestown, RI (November 15, 2016) – If robots had thumbs, they would point two in the “up” direction to welcome Infra, Metali, Hurdle and Sunny, the 2017 **Funtastic Robots (\$29.99)** from The Young Scientists Club. The Young Scientists Club is known (and beloved) for introducing kids to the fascinating world of science. In 2017 it pivots to engineering and robotics with four build-your-own kits that are not just fun but *funtastic*! Make one or two yourself when visiting their American International Toy Fair Booth 5804.

While third graders are learning the basics of Science and Math in the classroom, they may not be exposed to the middle letters of STEM subjects – Technology and Engineering. The Young Scientists Club has designed four different kits for kids ages 8 and up. Building then operating robots Hurdle, Sunny, Infra or Metali introduces youngsters to robotic basics that will spark a curiosity to learn more, when ready.

“In the past, my own children had received robotics themed products as gifts,” explained Esther Novis, founder and president of The Young Scientists Club and mother of five. “They were always very excited to get started to build their robots, but it would not take long before they would get frustrated because of the lack of clear instructions and the overload of detailed information.”

“I 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.”

There is plenty of fun packed into each Funtastic Robotics kit. The hardest part may be selecting just one! Young scientists have the option of learning about light, infrared signals, metals or steering their robot around obstacles.

Look inside each kit and explore a double-sided 24” x 24” colorful instruction and activity poster. There are even directions to discover an online tutorial video. Building components include a motor, computer module, chassis and gears. The detailed and illustrated instruction sheet offers stimulating learning activities. As always, each kit is kid-tested before going to market (or store shelf).

“We introduced the first Funtastic Robotics prototype in our annual summer camp,” offered Novis who has held a kids’ science camp at her Rhode Island town since 1998. “With the help of our campers we made revisions so that the instructions were very clear as to how to build the robots. We didn’t start production on the Funtastic Robotics series until all our campers gave the ultimate stamp of approval.”

ROBOTS ARE EVERYWHERE

It’s a fact that robots, in their different complexities, shapes and sizes, are integrated into our everyday lives. Medicine, crime fighting and our homes feature robotics that ranges from life saving to whimsical. To prepare for tomorrow’s workforce, schools will be encouraging the well-rounded student to study art, music and technology.

As *TechCrunch* aptly wrote earlier this year, “as millennials age into the workplace, the idea of embracing technology is starting to seem a little more passé. Most office workers know how to use email, run a word processor and maybe

even set up a three-way call on their Polycom. As robots enter the workplace, though, knowing the intricacies behind the technology that runs them will become an increasingly coveted skill set.”

The Young Scientists Club is doing its part to entice today’s young people with a big dose of fun! Look for these inspiring kits in stores and online after March 2017:

	
<p>Hurdle the Robot • Ages 8+ • \$29.99 Hurdle will stop, back up, and change direction when sensing an obstacle.</p>	<p>Sunny the Robot • Ages 8+ • \$29.99 Sunny moves upon receiving artificial and natural light signals.</p>
	
<p>Infra the Robot • Ages 8+ • \$29.99 Infra moves when receiving an IR (Infrared) signal from any home remote control.</p>	<p>Metali the Robot • Ages 8+ • \$29.99 Metali buzzes and lights up when metal objects are detected.</p>

Over the years The Young Scientists Club has introduced boys and girls to every field of science from anatomy and astronomy to chemistry and even volcanology! In 2016 their science and math themed kits were joined by art with the award-winning *Science Art Fusion* series. For 2017 the buzz is STREAM as The Young Scientists Club puts the spotlight on robotics for learners aged 8 and up. For more information, visit their website at www.TheYoungScientistsClub.com.

ABOUT THE YOUNG SCIENTISTS CLUB

It’s been 18 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.