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FIONA FRIZZLE, NETFLIX ANIMATED STAR, TAKES THE WHEEL ON THE YOUNG SCIENTISTS CLUB '18 KITS

The Magic School Bus: Rides Again Themed Kits At Booth 5735 To Teach A New Generation The Wonders Of Flight, Rainbows, Nature, Space & More

Jamestown, RI (January 2, 2018) – Get your permission slips, kids, because a new year of Magic School Bus adventures is now on Netflix. To celebrate *The Magic School Bus: Rides Again*, a Netflix original series, The Young Scientists Club updates its award-winning science kits to reflect Ms. Frizzle’s sister, Fiona Felicity Frizzle, taking over the wheel for wild field trips and fascinating facts. Look for what’s new with *The Magic School Bus; Rides Again* themed kits at their American International Toy Fair Booth 5735.

For over ten years The Young Scientists Club has been developing science kits and games featuring The Magic School Bus, based on the bestselling book series written by Joanna Cole and illustrated by Bruce Degen. The updated science kits feature Arnold, Ralphie and the 5th grade class who “take chances, make mistakes, get messy!” Appealing kit titles like *Attracted To Magnets*, *Growing Crazy Crystals* and *Solar Energy To The Rescue!* will introduce pint-size scientists as young as 5 years old to everyday STEM concepts.

For example, with *Growing Crystals Crazy* (\$19.99) kids explore sugar and salt crystals, grow rock candy, make a crystal star, create crystal art, grow a salt crystal garden and much more. Parents will

discover the enclosed instruction manual features the Netflix animated characters, mirroring the wacky adventures on land, sea and in space.

“The combination of exhilarating new technology woven with traditional features is sure to engage current fans and attract many new ones,” confirms Esther Novis, founder and president of The Young Scientists Club. “The new episodes include a high tech bus with solar panels and a cool classroom with the latest tech components. Because The Magic School Bus is



one the most successful and longest running children's science series we are thrilled to work, once again, with Scholastic as their licensee.”

With a revamped bus, Ms. Fiona Frizzle soars into outer space, dives into the ocean and travels into the human body. Each episode becomes ripe content for science kits for The Young Scientists Club, which has earned industry awards year after year for making science fun for the preschool and elementary school set.

ABOUT THE MAGIC SCHOOL BUS

The Magic School Bus: Rides Again is a brand new update to the beloved animated show featuring our favorite class of adventurers. Old favorites like Arnold and Ralphie join new students like Jyoti, a tech-savvy wiz-kid. Starring Kate McKinnon as Ms. Fiona Frizzle, Ms. Valerie Frizzle's kid sister! With the help of her upgraded Magic School Bus, Ms. Frizzle takes her class on wild field trips exploring a wide variety of science topics including, invasive species, weather hazards, schools of fish, the rock cycle, magnets, allergies, camouflage, states of matter, satellites, glaciers, brain and nervous system, and deep sea exploration!

ABOUT THE YOUNG SCIENTISTS CLUB

It's been 19 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.