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AFTER STUDYING THE THREE R's IN CLASS KIDS CAN EXPERIMENT WITH THE 'S' AT HOME

NEWEST ADVENTURE SCIENCE KITS MAKE SCIENCE AT THE KITCHEN TABLE A BLAST

Kids: Do Try These Experiments At Home!

Jamestown, RI (August 10, 2006) – Non-techie adults are quickly discovering that any 6-year-old knows more about today's gadgets than they do! It's a fact that the elementary-school crowd understands and delights in today's computers, technology and the sciences.

To feed the curiosity of a budding Albert Einstein or Marie Curie comes a team of Harvard University graduates, parents, teachers and scientists that has developed award-winning science kits for kids ages 5 and up. **The Adventure Science Series** stimulates children's innate desire to learn and discover. Now two new titles -- exploring volcanoes and crystals -- have been added to its awe-inspiring line of young scientist kits.

"We believe that children should to be exposed to the exciting fields of science at an early age," explains Esther Novis, founder of the Adventure Science Series, "with fun and engaging hands-on science games, activities, and experiments that are accompanied by age-appropriate information."

A Creative Child Magazine 2006 Preferred Choice Award winner, the Adventure Science Series adds to its current titles two new topics of discovery. Have a blast with *Volcano Madness* and be intrigued by *Zany Crystals*. These hands-on science kits for children ages 5 and up are packed with supplies for hours of fun and educational science experiments.

Volcano Madness • \$15

Young scientists discover volcanoes and their structures by creating and designing a volcano. Age-appropriate instructions allow youngsters to touch, feel and experiment with real volcanic rock called pumice. Then the ultimate explosion solutions are created by measuring and mixing different substances in test tubes. This kit finishes with a real volcanic eruption that can be repeated over and over again!



Zany Crystals • \$15

Future geologists explore crystal shapes, grow ice crystals, design a salt crystal garden and grow crystal stars. This crystal adventure is at its best with the creation of real rock candy growing



before their eyes -- a tasty treat that can be shared with friends (or Mom and Dad).

The Adventure Science Series six other titles include *Wacky Weather*, *Magic Magnets*, *Chemistry Blast*, *Water Splash*, *Ultimate Illusions*, and *Awesome Bubbles*. Young scientists who play with *Wacky Weather* become true meteorologists when

they build their own wind meter, scientifically measure rainfall, and use a real thermometer to read daily temperatures. All measurements are then recorded with colorful stickers on a fun wall chart. A peek inside *Magic Magnets*, has young scientists making pins magically jump, creating magnetic faces, constructing an underwater magnet, and fishing for metal objects.

The Adventure Science Series can be found nationally in museum shops, specialty stores and e-tailers.

Parents have noted that youngsters who enjoy the science kits have the added bonus of exploring science while enhancing their reading, writing, and mathematics skills. For more information on these edu-taining kits click on www.kidsciencekits.com or call 800-964-1320.

About Esther Novis

Esther Novis, a mother of five and a former biologist, started the Young Scientists Club in 1999 as a summer science camp for her 5-year-old son. Friends from other parts of the country told Novis they felt cheated that their kids couldn't go, so Novis packaged the experiments and sent them off. The idea for a science subscription service was born!

The subscription kits are now mailed monthly to thousands of children around the world. Retailers had requested science kits tailor-made for their stores and the subscription science kits were packaged into 12 Science Sets and are found worldwide in retail stores. The 8 titles of the popular Adventure Science Series are an outgrowth of her award-winning subscription service by The Young Scientists Club.

Novis holds bachelor's and master's degrees in biology from Harvard University. 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 and has written science experiments for the new science curriculum by McGraw-Hill Publishing.