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THE YOUNG SCIENTISTS CLUB DEEPENS TIES WITH MAGIC SCHOOL BUS AS SCHOLASTIC LAUNCHES HIGHLY ANTICIPATED REMAKE ON NETFLIX

Jamestown, RI (September 29, 2017) – The Young Scientists Club, which has been developing science kits and games for Scholastic’s Magic School Bus brand for the past 10 years, is pleased to announce it has signed a new agreement to develop new science products for the line starting in 2018. The new products will feature new packaging in line with the new Netflix series for the Magic School Bus Rides Again TV Show, which launches at the end of September 2017.

“With the new series coming out, we are thrilled that we are working with Scholastic as their licensee,” said Esther Novis, founder and president of The Young Scientists Club. “The new episodes include a high tech bus and a cool classroom that has lots of tech components. The combination of traditional features combined with exhilarating technology will engage current fans and attract many new fans. Our team is very excited to create new product that follows along with themes such as geology, astronomy, and oceans.”



The Magic School Bus is the most successful and longest running children’s science series for 18 consecutive years and now it’s ready to introduce a new generation to the world of science. Now Professor Frizzle (and still voiced by Lily Tomlin), now has her doctoral degree and travels the world exploring quantum realities with her new assistant. She left her younger sister, Fiona Frizzle (voiced by *SNL* star Kate McKinnon,) in charge of her beloved class. With trusty Liz by her side and a revamped bus, Ms. Fiona Frizzle soars into outer space, dives into the ocean and travels into the human body. All ripe content for science kits for The Young Scientists Club, which focuses on making science fun for ages 5 and up!

ABOUT THE MAGIC SCHOOL BUS

Based on the best-selling Scholastic book series by Joanna Cole and Bruce Degen, The Magic School Bus is an award-winning animated TV series sold to more than 30 countries in 15 languages. With 58 million books in print, the brand has won many industry awards, including two Emmys for Lily Tomlin’s portrayal of Ms. Frizzle in the TV series, five CINE Golden Eagles, a Parents’ Choice Gold Medal, a National Conservation Achievement Award, an Environmental Media Association Award, and an Annenberg Public Policy Center Award. In celebration of its 25th Anniversary, Scholastic debuted two new iPad apps and a new game for Nintendo DS. For more info about The Magic School Bus, visit www.scholastic.com/magicschoolbus.

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.