



Scientific Explorer

Contact:
Stephanie Azzarone/Erika Sanchez
Child's Play Communications
212-488-2060
sa@childsplaypr.com/es@childsplaypr.com

Contact:
Michelle Manning
Scientific Explorer
614-985-2631

SCIENTIFIC EXPLORER™® INTRODUCES EXCITING NEW SCIENCE KITS THAT MAKE THE GRADE

*My First Penguin Kit, Heavenly Hair Kit, and MythBusters® Science of Sports
Offer Fun, Creative Learning Opportunities for All Ages*

New York – February 2010 – Calling all curious, creative and contemplative kids! Scientific Explorer is introducing a variety of exciting new products designed to educate and engage children ages tot to tween at Toy Fair in New York City, February 14-17.

Explore hands-on science with Scientific Explorer's **My First Penguin Kit, Heavenly Hair kit, and MythBusters® Science of Sports**, a new addition to the licensed line of **MythBusters®** science activity kits.

"Science is not always appealing to young children," said Michelle Manning, Director of Marketing. "Scientific Explorer is giving children and parents a helping hand by offering a creative and fun approach to science."

My First Penguin Kit

Penguins are funny-looking birds that don't know how to fly -- but they do lots of other fun things. The **My First Penguin Kit** will teach children everything they need to know about how to become a penguin—how to live like a penguin, eat like a penguin, dance like a penguin, and more!

In each activity, kids will get to act and think like a real penguin. They'll use their eye, ears, mouth, nose, hands and feet to see, hear, taste, smell and feel as a penguin would. As part of the activities, they'll also measure, compare and ask questions.

Our **Early Learning Science Kits** are aimed at the pre-K crowd (ages 4+). These offer the perfect introduction to scientific concepts such as observing, measuring and recording. What's more, they allow multiple kids to enjoy the fun together.

For ages 4+yrs. Suggested Retail Price: \$19.99. Available March 2010.

Heavenly Hair Kit

Become an expert stylist! With the **Heavenly Hair Kit** children can make their own shampoo and conditioner, to keep locks shiny, silky, bouncy and healthy. In the process, they'll also learn some really cool science that explains why hair looks the way it does—how it grows, what makes it curly or straight, why it's a certain color, and more. The kit also includes great tips from the pros on how to choose the perfect cut and style for your face and hair type.

For ages 8+yrs. Suggested Price: \$19.99. Available March 2010

MythBusters® Science of Sports-

MythBusters is back with a new activity kit! Kids across the country can get up close and personal with the Discovery Channel's #1 series, and determine for themselves the truth behind several well known urban legends.

Get ready to bust some myths about sports with the **MythBusters® Science of Sports**. It might seem that the outcome in sports comes down to which team has the most luck or which athlete has the most talent. And sure, both of those things are important. But science plays a major role in sports as well—you couldn't score a goal or hit a home run or throw a touchdown without it.

For ages 9+. Suggested Price \$19.99. Available March 2010

Elmer's is exhibiting at **Booth # 1563**

About Elmer's

Elmer's® Products, Inc., headquartered in Columbus, Ohio, has been a trusted brand and industry leader for more than 60 years. Elmer's produces a variety of well-known adhesives, arts and crafts, educational and office products for use at home, school or business. Elmer's branded products are developed to provide project solutions and to inspire people to create, build and learn for life. Elmer's also markets the number one instant adhesive in the U.S., Instant Crazy Glue®, X-ACTO®, a leader in innovative cutting blades, knives and office supply products, and Bienfang® graphic arts products.

Elmer's Kids Division, GiddyUp™, markets all of the Elmer's Kids products and brands, including: the GiddyUp licensed arts and crafts products for children, Galt branded infant, toddler, and children's toys and activity products, Scientific Explorer™ science-based educational products for children, and ColorLoco™ Blendy Pens. For more information visit

www.elmersbrands.com.