

PRESS RELEASE

For Immediate Release

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A SCIENTIFIC METHOD TO THEIR MADNESS Mad Science Has a Formula for Making Learning Fun

Bartlett, TN – An active scientific community is critical to a country's economic competitiveness. Unfortunately, in a climate of declining educational budgets, large classroom sizes and increased teacher workloads, science is a subject which is too easily neglected.

There is a pressing need for quality, enriched science education to spark children's interest in science. Children are born scientists: they are naturally curious about the world around them, and learn through hands-on experimentation. Science is more than facts and formulas. It is a process of investigation based upon questioning and experimentation.

Mad Science, the global provider of hands-on science activities for children, has arrived in the Mid-South. Now children are able to touch, feel, and taste what science is all about. They build rockets, make indoor lightning, create crazy chemical reactions, and investigate crime scenes. Programs take place at schools, birthday parties, park and recreation departments, community centers, summer camps, corporate special events, and daycares across the Mid-South area.

Mad Science exploits children's natural curiosity and desire to touch, see and do, providing them with the opportunity to engage in hands-on exploration and witness truly amazing scientific phenomena. Practice and research have proven our hands-on approach to be the most effective way of promoting learning, and improving children's perceptions of science.

Mad Science of the Mid-South is a member of The Mad Science Group, an international organization founded in 1993 which currently services children in over 190 locations in 34 countries. The Mad Science mission is to spark the imagination and curiosity of children everywhere by providing them with fun, entertaining and educational activities that instill a clear understanding of what science is really about and how it affects the world around us. Mad Science offers in-class workshops, after school enrichment programs, summer camps, school assemblies, special events, and birthday parties, for children 3 to 12 years old. All Mad Science programs are developed by a team of professional educators, scientists, and entertainers to ensure they are accurate, educational, safe, and fun.

With the help of parents and educators interested in providing children with the best science experience possible, Mad Science of the Mid-South is creating the next generation of scientists.

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If you would like more information on this subject, please contact Monica Norris at (901) 213-3555 or email monica@madsciencemidsouth.com.