

# Business Highlight



# Mad Science of South Central Alaska



Recently, the Mad Science Group formed a new partnership and teamed up with the National Aeronautics and Space Administration (NASA) to announce the signing of a Space Act Agreement, officially launching the development of the “Academy of Future Space Explorers.” This is an effort to spark the imagination of millions of children and encourage more youth to pursue science-, technology-, engineering- and math-related careers.

The organizations have leveraged NASA research, missions and initiatives to jointly develop fun and engaging space-themed activities for elementary school-aged children. The unique space-inspired curriculum has been integrated into Mad Science’s various enrichment initiatives, including after-school programs, birthday parties, summer camps and community events organized by franchises across the United States and Canada.

“We are thrilled to offer area children the opportunity to explore the world of space without leaving the neighborhood” says Mitchell.

Since opening in April of this year, Mad Science has been developing their community relationships with various organizations, including The Boys and Girls Clubs and The Alaska Museum of Natural History. They are looking to and working with local companies for educational scholarships as well. Mitchell also went on to say “All children should have a strong background in science. They are our future, and

we need to invest our time now for a greater return tomorrow.”

Mad Science franchises operate in 206 markets around the world, across four continents, and reach more than 4.8 million children annually. The Mad Science Group’s recent strategic partnerships include an educational toy licensing deal with ToyQuest, a series of books published by Scholastic, and a permanent theatrical show installation at the Kennedy Space Center. They have also just released a website that is specifically geared towards kids.

Mad Science Kids Club members will enjoy access to a cool & friendly area on our website. They can enjoy many features of Mad Science: download cool posters, obtain a “real” Mad Science name, enjoy the “Trivia Challenge” and much more. You can find more at [HYPERLINK “http://www.madsciencekids.com”](http://www.madsciencekids.com) [www.madsciencekids.com](http://www.madsciencekids.com).

To find out more about Mad Science’s services, their adopt-a-school program or any other information, please visit: [HYPERLINK “http://www.madscienceak.com”](http://www.madscienceak.com) [www.madscienceak.com](http://www.madscienceak.com).

Science in Alaska just became a whole lot more fun! Mad Science, the world’s leader in hands on science enrichment for children, has opened their doors to serve South Central Alaska.

From Girdwood to Trapper Creek, Mad Science brings their science fun to elementary school children in a variety of different ways. With after-school programs, in-school workshops, birthday parties, summer camps, special events and more, Mad Science gets kids excited about science. “Our Mad Science franchise helps cultivate enthusiasm and a sense of wonder in the children of South Central Alaska. Through our distinctive ‘edu-tainment’ philosophy, participants enjoy their experience so much, they don’t even realize they are learning,” said Jeff Mitchell, Chief Mad Scientist.

## Mad Science of South Central Alaska

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