



**Mad Science of Westchester & Manhattan**  
**56 Lafayette Ave #380**  
**White Plains, NY 10603**  
**Call Toll Free 866-231-9304**

# What is



**Mad Science is the world's leading fun science provider.**

We spark the imagination and curiosity of children, ages 3-12, by providing them with educational and entertaining activities that instill a clear understanding of what science is really about and how it affects the world around them.

**How does Mad Science® do this?**

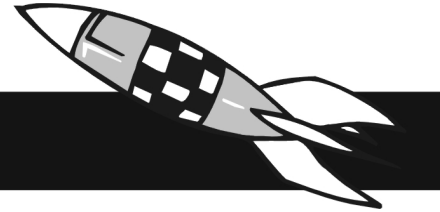
**Through...**

## HOW CAN I FIND OUT MORE?

To find out how we can spark the imagination and curiosity of your child, call us at:

### IN-CLASS WORKSHOPS

Mad Science enhances science classes with inquiry-based workshops that meet state and provincial curriculum requirements. Organized as an in-class field trip, workshops are a convenient way to bring hands-on science programs directly into the classroom. Using professional lesson plans, equipment as well as trained instructors, children from preschool to grade 6 can learn about light, sound, electricity, physical science, chemistry and so much more.

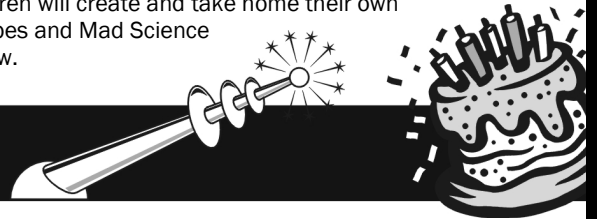


### AFTER-SCHOOL PROGRAMS

We spark imaginative learning when school is out! These fun science activities are held during the lunch hour or after classes, and typically last from 4 to 8 weeks. Our educational and entertaining classes take place in the school and parents pay a low, all-inclusive fee, with no cost to the school. During the hour-long sessions, the children will create and take home their own model rockets, periscopes and Mad Science putty, just to name a few.

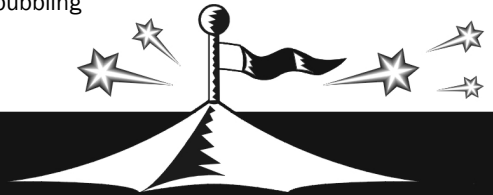
### BIRTHDAY PARTIES

Children feel extra special on their birthday when the Mad Scientist arrives at their party with such things as indoor fireworks, spectacular chemical magic and ooey, gooey slime! Birthday parties entertain children with exciting, high energy, interactive shows that take place at your party location. These no mess, hassle free parties typically last 1 hour and come with the option of special add-ons like cotton candy making, bubbling potions, laser light, shows and amazing rocket launches.



### SPECIAL EVENTS

Our Special Events entertain children through spectacular shows, fun stations and sensational workshops. In large or small groups, children can participate in conjuring up foggy dry ice storms, floating on a Mad Science hovercraft, creating super science bouncy balls, making magic mud and altering sound waves. Mad Science Events are ideal for school assemblies, corporate events or community centers, and can be customized to suit any group size, any budget and any length of time.



### SUMMER PROGRAMS

You can find children discovering Mad Science at local camps, community centers, YMCAs or just about anywhere camps are found! Our fun and engaging programming varies from individual hands-on activities to spectacular shows. We involve campers in diverse activities of science exploration ranging from making a bridge with a team of camper engineers, to unforgettable dinosaur digs, to building and watching a rocket lift off into the sky.





## In-Class Workshops

Mad Science can enhance your science program with inquiry-based workshops that meet state and provincial curriculum requirements! Structured as an in-class field trip, a Mad Science workshop is a convenient way to offer students a hands-on science experience without leaving the school. With professional lesson plans, unique equipment and animated instructors, Mad Science workshops offer preschool to sixth grade children truly engaging learning experiences. Dozens of workshop topics are available.

### Workshops for Grades K-2

**Be Tobacco Free!** –Learn the health risks of smoking and how to avoid them.

**Body Basics** -Find out how different systems work together to make our bodies work.

**Decomposers**- Discover the role that worms play in our ecosystem and plant growth.

**Dinosaurs** -Delve into paleontology as we join a dinosaur excavation.

**Magnificent Magnets**-Investigate the invisible power of magnets.

**Measurement**- Learn all about the metric system of measurement.

**Seeking Our Senses** -Sniff out the science of your five senses and explore the world around us.

**Slippery Science** -Examine the properties of polymers and make a batch of slime.

**Sound Basics** -Discover sound waves and create your own sound effects.

**Taste Buds**- Experiment with various taste sensations while "mapping" your tongue.

**Where's the Air**-Learn about the air all around us and discover its amazing strength.

### Workshops for Grades 3-6

**Be Tobacco Free!** –Learn the health risks of smoking and how to avoid them.

**Black & Blue Oceans**-Investigate an oil spill and focus on the impact of water pollution.

**Cells**-Observe and chart what all living things have in common.

**Ecosystem Explorations**- Study food webs as we create mini ecosystems.

**Electricity**-Excite some electrons and create some serious circuits.

**Good Vibrations**-Uncover the science of how vibrations are the key to your favorite tunes.

**Invention-ation**- Use the scientific method to come up with your own inventions.

**Matter of Fact**-Investigate the building blocks of the universe with this intro to basic chemistry.

**Mineral Mania**-Peek beneath Earth's crust and learn about all rocks and minerals.

**Mischievous Magnets**-Discover the electromagnetic spectrum and see how electricity can be used to create magnets.

**Photosynthesis**-See how plants convert light into food.

**Playing with Polymers**-Chemistry basics will be examined as we brew up gooey polymers.

**Volume**- Be introduced to the scientific process involved in the measurement of volume.

#### **Workshop Pricing Matrix.**

**Topic must be the same all day long in order for pricing below to apply.**

25 students max Mon-Fri 9AM-3PM	Single Session	2-3 Sessions per day	4 or more Sessions per day
<i>Single booking date</i>	\$250 per rep	\$235 per rep	\$220 per rep
<i>2-5 booking dates</i>	\$240 per rep	\$220 per rep	\$205 per rep
<i>6 or more dates</i>	\$230 per rep	\$205 per rep	\$190 per rep

*The prices above are only good in Manhattan.*

*Add \$50 per day per instructor outside of school hours. Additional topics may be available on request.*

Call Toll Free 866-231-9304



# Pre-K Workshops

Mad Science Preschool Programs are engaging hands-on learning experiences for preschool children aged 3-5. Each workshop is an interactive, age-appropriate exploration of a specific science topic. Every themed program is designed to captivate the curious nature of young children. Preschoolers enjoy engaging demonstrations, perform simple experiments and will discover how science can help us better understand the world around us! Each 30 minute class is designed for 15 Pre-K students at a time.

<p><b>Color Lab</b>- Make a new friend, Mr. Roy G. Biv, while learning about the colors of the rainbow and experiment with your creative side while we mix colors.</p> <p><b>Taste and Smell</b> - Join us for a journey through your taste buds and sense of smell.</p> <p><b>Space Frontiers</b>- Take a trip through the solar system and sign up for the Mad Science Astronaut in training program where you can learn all about the elements of space.</p> <p><b>Listen Closely</b>- Experiment with a wave motion model and a twirling tube to understand how sound travels in waves and can be heard in a variety of pitches.</p> <p><b>Keep in Touch</b>- Learn how to understand the world with your sense of touch as we discover that objects are safe to touch while others are not.</p> <p><b>Eye to Eye</b>- Use magnifying glasses, kaleidoscopes and binoculars as we interact with a variety of optical illusions to illustrate that our eyes can sometimes play tricks on you.</p> <p><b>Adventures in Air</b>- Learn that even though air is invisible it is all around them us the time. See how air has the power to both move items and to slow them down.</p> <p><b>Digging for Dinosaurs</b>- Discover the differences between meat eating and plant eating animals and look at some dinosaur teeth up close.</p>	<p><b>Shapes and Structures</b> Discover different shapes and structures by using different kinds of equipment. Create your own structure to take home using cornstarch based "noodles."</p> <p><b>Weather Wonders</b> Help create a cloud in a bottle and make it rain inside. Learn all about the water cycle and weather patterns.</p> <p><b>Water Works</b> Examine the different properties of water as we experiment with floating, sinking, absorption and so much more.</p> <p><b>Science of Music</b> You will feel, hear and see the vibrations that help create music in this hands-on exploration.</p> <p><b>Human Body</b> Meet Mr. Bones and learn about muscles and body systems.</p> <p><b>Animal Friends</b> Become an animal and identify animal sounds as we learn all about creatures big and small.</p> <p><b>Magnetic Attraction</b> Experience the poles and power of magnets in this hands on workshop as we make our own take home magnets.</p> <p><b>Mad Mixtures</b> Volcanoes and more simple chemistry fun, and make your own modeling dough to take home.</p> <p><b>Lights On</b> What is light? Mix colors of light and explore the rainbow of light.</p>	<p><b>Wiggly World of Worms</b>- Have an opportunity to get your hands dirty while learning all about worms. Get an up close look at the their lives and habits.</p> <p><b>Butterflies</b> Discover all about butterflies - where they come from, stages of their growth &amp; how they eat.</p> <p><b>Energy &amp; Motion</b> Explore the concept of energy and how energy gets things moving.</p> <p><b>Fluttering Birds</b> Learn how a bird's beak is a tool and how to identify different bird's songs.</p> <p><b>Let's Look Closely</b> Reveal hidden pictures and use hand held microscopes to observe objects closely.</p> <p><b>How Big? How Much?</b> Witness the basics of measurement when you get to measure all kinds of objects using scales and even your own feet!</p> <p><b>Sea, Sand &amp; Surf</b> Explore the science of the sea when you learn what animals live in the ocean</p> <p><b>Healthy Choices</b> Discover what makes a healthy meal and why you need to keep eating fruits and vegetables to grow strong!</p>
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## Pre-K Workshop Pricing Matrix.

Topic must be the same all day long in order for pricing below to apply.

15 students max Mon-Fri 9AM-3PM	Single Session	2-3 Sessions per day	4 or more Sessions per day
<i>Single booking date</i>	N/A	\$125 per rep	\$115 per rep
<i>2-5 booking dates</i>	N/A	\$115 per rep	\$105 per rep
<i>6 or more dates</i>	N/A	\$105 per rep	\$95 per rep

*The prices above are only good in Manhattan. Add \$50 per day per instructor outside of school hours.*

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## After School Clubs (Grades K-6)

We spark imaginative learning when school is out! These hands-on, one-hour science programs are themed around a particular area of science and include such topics as rocketry, magnets, polymers and even the science of toys. Children engage in exciting hands-on activities, watch spectacular demonstrations, participate in inquiry-based discussions and take home things that they have made themselves like model rockets, periscopes, Mad Science putty and more. Mad Science after-school programs offer children a chance to see just how cool science can be! Listed below are some of our themed club system offerings.

### The NASA Academy of Future Space Explorers

*The classes in this session are:*

Planets and Moons  
Atmosphere and Beyond  
Space Phenomena  
Sun and Stars  
Rocket Science  
Space Travel  
Space Technology  
Living in Space



### Looney Life Labs

*The classes in this session are:*

Wacky Waves  
Bugs  
Earthworks  
Walloping Weather  
Tantalizing Taste  
Mission Nutrition  
All about Animals  
Life in the Sea



### Crazy Chemworks

*The classes in this session are:*

Lab Works  
Junior Reactors  
p.H. Phactor  
Slime Time  
The Glow Show  
Dry Ice Capades  
Icky Sticky Stuff  
Chemistry Corner



### Jr. Explorers

*The classes in this session are:*

Stunt Planes & Gliders  
Movie Effects  
The Science of Magic  
Optical Illusions  
Detective Science  
Sonic Sounds  
Che-Mystery  
The Science of Toys



### Phreaky Physics

*The classes in this session are:*

Harnessing Heat  
Mad Science Machines  
Mad Magnets  
Super Structures  
Under Pressure  
Current Events  
Lights, Color...Action!  
Watts Up



### Mad Science Rocketry

*This session is only available for Grades 3 and up. The classes in this session are:*

Air Rocket Design  
Multiple Rocket Building Sessions

(each rocket takes 1-2 weeks to build and students will build 3-4 rockets depending on the number of weeks booked)

**Rocket Launch**  
(Provided a suitable outdoor space is available)



Classes typically meet for eight or more one hour weekly sessions with a maximum of 15 students per class (*except for Rocketry which has a maximum of 10*).

Discounts available for lunch programs and on time payment.

Detailed blurbs are available upon request! Call Toll Free 866-231-9304



## The Adopt-A-School Program

In an effort to maximize the impact of Mad Science and to give back to local communities, we have created the Adopt-A-School program. Mad Science is actively seeking organizations to partner with in order to bring Mad Science after school clubs, workshops and assemblies to children who would otherwise be unable to participate in our engaging, hands on clubs. Mad Science offers special deals for activities funded through this program to insure that as many children as possible can benefit from this experience.



Entergy.



Henry Street Settlement

Mad Science and groups like **The Henry Street Settlement** and **Entergy** have already worked together to bring after school clubs to a number of children this past year. We are committed to sparking the imaginative learning of children everywhere with tactile experiences that demonstrate what science is and how it affects the world around us.

### The Adopt-A-School program can provide:

- After School Clubs
- In-Class Workshops
- School Assemblies
- Pre-K Workshops
- Camp Programs



*"I want to take this opportunity to thank you for bringing the **Mad Science Crazy Chemworks Program** to the Charter School of Educational Excellence. After your presentation in December 2006, we knew this was a program that would inspire our youngsters to want to learn important 'real life' science concepts in an engaging and fun way.*

*Your instructors are highly motivated and professional. They truly know how to capture their young audience with the dazzling and creative experiments they present to their groups. This program has stirred a great deal of interest to participate and my students look forward to the program every Tuesday and Friday afternoon.*

*I will certainly recommend the Mad Science program, as this program provides children with opportunities outside of the classroom to engage in meaningful hands-on learning activities. My students are gaining a worthwhile experience learning science concepts that relate to skills that are extensions to lessons in their classrooms."*

**Catalina Castillo, Principal of  
The Charter School of Educational Excellence  
Yonkers, NY**



**Call Toll Free 866-231-9304 today to discuss our future partnership.**



## Birthday Parties & Celebrations

Our Parties last about an hour with all sorts of engaging, hands-on experiments that include things like tornado tubes, electricity experiments, chemical reactions that produce light, air pressure activities, indoor fireworks and tons more great demonstrations. All parties end with a Mad Science "make-and-take" chemistry experiment for every child.

Our Parties are appropriate for up to 20 kids and must be done indoors. If you are holding an outdoor event inquire about our special event shows!

### The Gold Package includes:

Basic Party with Awesome Science Demos and a **Bubbling Potions** Party Finale  
 Goodie Bags for 20 guests  
 (see info below)  
 Take Home Chemistry Experiment for all guests  
 Poster for the birthday child  
**All for only \$500**  
 After 20 children add \$10 per child



### The Silver Package includes:

Basic Party with Awesome Science Demos and a **Bubbling Potions** Party Finale  
 Take Home Chemistry Experiment for all guests  
 Poster for the birthday child  
**All for only \$425**  
 After 20 children add \$5 per child



### The Bronze Package includes:

Basic Party with Awesome Science Demos  
 Take Home Chemistry Experiment for all guests  
 Poster for the birthday child  
**All for only \$375**  
 After 20 children add \$5 per child



Mad Science has everything you need to make your child's next party a success, including premium quality, ready-to-go goody bags loaded with science-themed toys that are exciting and value-packed!

### Each Goodie Bag includes:

- 1 Colorful Goody Bag
- 1 Helix Flyer
- 1 Set of Air Rockets
- 1 Set of Awesome Adhesives
- 1 Polymer Putty
- 1 Soak-N-Grow Beast
- 1 Flip Top



These prices are only good in Manhattan.

Call Toll Free 866-231-9304



## Special Events & Shows

Mad Science Special Events are spectacular science-themed shows designed to amaze and entertain young audiences of any size. Children can conjure foggy dry ice storms, float on a Mad Science hovercraft, watch a foam factory at work, alter sound waves, and so much more! From scouting banquets to libraries and corporate picnics, Mad Science is a unique way to entertain an audience!

### "Fire & Ice"

Get ready for some sizzlin' excitement! Join us for **SAFE** and scientific fun with fire and ice! Learn about the amazing properties of fire and combustion. Then, cool off with spectacular demonstrations involving dry ice! Check out the "Big Burp", the "Screwdriver Sizzle" and the famous "Mad Science Bath", as we will explore the science behind this amazing frozen gas. All Mad Science shows provide live, interactive, and compelling educational experiences that make learning a blast!

### "Up, Up & Away"

You think homework is pressure? Just wait until you learn how the weight of the earth's atmosphere pushes down on you with the force of two elephants! Explore how Bernoulli's principle creates enough lift to make a jumbo jet fly or how air pressure can be used to launch a hot air balloon. Watch in amazement as our vortex generator creates giant smoke rings. Want even more pressure? Take a ride on our amazing Mad Science Hovercraft! Mad Science shows are fun and educational and this program will leave you flying high!  
(Note: This performance works best on wood floors with high ceilings & paper streamers are used in this performance)

### "Spin, Pop...Boom!"

Are you ready for some fun science? Our Special Event, "Spin, Pop, Boom" is all about awesome experiments! You will witness amazing feats of chemistry as we explore all sorts of spectacular reactions. You will marvel at our demonstrations as we release genies from bottles and spew massive columns of foam with the use of our catalysts! So, get ready to be amazed while you learn, because at Mad Science, all education is entertaining!

### "Marvels of Motion"

Isaac Newton would be proud! Come explore his laws of motion with us in this abundantly engaging physics performance. Observe the power of all sorts of forces including gravity, centrifugal force, inertia and much more. Then we'll harness the power of these forces together to create astonishing jetpacks and even a rocket-propelled car! This Mad Science show is sure to please everyone and inspire more imaginative learning in all of our audience members!

### "Big Top Science"

Come one, come all and behold: the science circus is about to begin. Step into our three rings of fun as we present a series of chemistry and physics demos that explain how a bed of nails can provide a great night's sleep or how important balance can be to a tight ropewalker. You'll be amazed as we hatch our super secret "Snooberfish" eggs and take an amazing high dive that won't make a splash! When it comes to fun science we provide the greatest show on earth!

### "Sounds like Science"

Want to hear some good vibrations? Our sound show explores how sound is made and how we hear it. Everyone will be shocked as we create a dinosaur roar with simple materials. Explore the science of speakers with us as we create a funky disco show with magnets and your skull! You'll really "rock out" with this supersonic audio experience.

### "Be Tobacco Free"

This highly interactive assembly includes fascinating science demonstrations and special effects that highlight the health risks of tobacco use. Students see the impact of second-hand smoke using a smoking chamber and witness a simulation of the effects of nicotine on the heart and circulatory system.

### "The Summertime Rocket Show!"

Take to the skies as this introduction to rocketry explains how and why rockets fly. You'll witness real model rocket launches that soar several hundreds of feet into the air and deploy parachutes for their return. *(Outdoor show only-if weather is inclement Mad Science will send a substitute show)*

Each fun, interactive and educational show is approximately 45 minutes long and requires access to electricity and a large sink nearby. Shows are \$550 for the first one of the day and each additional show is half price. All shows must be same day, same location and same topic for this pricing to apply. They must also include at least 15 minutes between shows for setup but no more than 45 minutes of downtime for pricing to apply.

**The prices above are only good in Manhattan.**

Call Toll Free 866-231-9304



## Exploration Days & Science Nights

Our amazing “Exploration Days” and “Science Nights” programs are designed to bring a cost effective Mad Science experience to the entire student body. This program provides every child with hands-on, inquiry-based science activities to spark their imagination and curiosity. We will provide a staff of trained Mad Scientists that will be guiding the students on their scientific journey – you and your staff don’t have to do a thing but give us the gym or cafeteria! The following fantastic hands-on science booths will be provided at your event. Each activity provides children with fun science experiments that they can do themselves as well as items to take home with them! The same activities will be done with all grade levels, however the scientific explanations will change, depending on the ages of the children.

### Slime!

A Mad Science favorite! Students will complete their own chemical reaction and transform two regular liquids into an oozing batch of their very own slime!

*(Scientific Principles: Polymer Science, States of Matter, Chemical Reactions)*



### Cotton Candy Chemistry

Learn how heat and centrifugal force can transform sugar crystals into delicious candy floss at our Cotton Candy Table!

*(Scientific Principles: Physical Reactions vs. Chemical Reactions, States of Matter)*

### Electricity

Discover how lightning is formed and why static electricity likes it cool and dry. Get your hands on our Van de Graff generator – it’s a hair-raising experience!

*(Scientific Principles: Electron Theory, Conductivity, Friction, Electricity)*



### Bubbling Potions

A dry ice extravaganza! Witness a coin shivering from the cold, play with our unique Mad Science Shower, and create the same awesome smoke illusions used in the movies! *(Scientific Principles: States of Matter, Sublimation, Physical Reactions)*

## Your Mad Science program includes the following:

- One or two days of exciting, hands-on activities.
- Four educational booths for children to explore.
- Age-appropriate one-hour sessions.
- An overview at the beginning of each session, explaining the activities and scientific concepts students will be exploring.
- A review at the conclusion of each session.
- Cross curricular “Teacher Resource” guides for each station (classroom **EXTENSION ELEMENT**)

Mad Science will provide **ALL STAFF, ALL MATERIALS, SETUP AND CLEANUP!**

This special program is only available to schools. This pricing is only available for these stations.  
Call for details about customizing your event.

**Two Day Program:** \$4,400 for 4 hours each day (600 students max.)

Add \$200 daily for programs after 2PM or weekends.

**One Day Program:**

\$1,400 for 2 hours (150 students max.) / \$2,200 for 4 hours (300 students max.)

Add \$200 for programs after 2PM or weekends.

Add any Mad Science show to your package for \$550

**These prices are only good in Manhattan. Call Toll Free 866-231-9304.**

We look forward to “EXPLORING” with the Jr. Mad Scientists at your school!!

Make sure to include the Mad Science “Exploration Program” in your budget for the next school year!!!



## **Fun Stations**

Fun Stations are a great way to create awesome science experiences that large numbers of children can enjoy! Our engaging make-and-take projects really complete any event and make it special. Below you'll find just a few of our more popular stations for your next carnival, picnic, festival or event. Call us for details and pricing regarding your customized event.

### **Mad Science Shows & Fun Stations are perfect for:**

- School & Camp Assemblies
- Blue & Gold Banquets or Pack Meetings
- Girl Scout Activity Day
- Mall Openings and Events
- Holiday Parties
- Corporate Family Picnics
- Take Your Child to Work Day
- Halloween Parties & Events
- Holiday Celebrations
- Block Parties & Family Reunions
- Christenings, Communion, Bar/Bat-Mitzvah
- Street Fairs and School Carnivals



You'll find our most popular fun stations on the following pages.



### **Bubbling Potions**

Come on by the Dry Ice Table and see how we make our most famous scientific potions, like the Mad Science Bath and the Big Burp. It's all about sublimation and cool science as our Dry Ice demonstrations astound you.



### **Slippery Slime**

Playing with Polymers is what Mad Science is all about! At our polymer table you can come on over and create your own squishy, gooey cup of madness that will be yours to keep and treasure forever!



### **Volcanoes**

A modern twist on an old science fair classic. Once you get your hands on this Mad Science Erlenmeyer flask you can watch the fun erupt. Everyone will get an action flask to keep and experiment with.



### **Under Pressure**

Learn how Bernoulli's principle keeps planes in the sky and Ping-Pong balls floating in midair at our air pressure fun table. Come and see how we can manipulate air pressure as we make our own gliders.



### **Zap Attack**

Test the conductivity of certain materials as we generate a storm of electrons in our Plasma Spheres. Witness our indoor lighting bolts as we create circuits together.



### **Molecular Models**

These kid sized atoms give a wonderful visual demonstration of how a molecule is formed. Join us as we challenge you to put together molecules of water, acetic acid, carbon dioxide and more. Perfect for the budding chemist.



### Cotton Candy Chemistry

Learn how heat and centrifugal force can transform sugar crystals into delicious candy floss at our Cotton Candy Table!

### Super Sticky Station



Make a new friend with this lab worthy fellow. Sure he's a little "clingy", but that's what makes him great. Professor Beakerdude teaches the basics of adhesives by way of stickers, suction cups, waxed yarn & other adhesive items.



### Radical Robots

Science is in motion at the Radical Robots table. Come on by and play all sorts of games against other human and robotic opponents.



### Do U.V. what I see?

Learn all about the sun's harmful rays as you make your own Ultra Violet light ray detector bracelet or key ring. Once these devices are present in sunlight you'll see awesome color changes that detect UV radiation.



### Glowing Changes

You'll find this station very illuminating as we explore all manner of chemiluminescent reactions. Everyone will receive a Blacklight Writer's whose ink can only be seen under U.V. light.

Note: A dark room is necessary for this station.



### Crystal Gardens

Witness the wonder of the natural chemistry as we demonstrate how geodes and stalagmites can form in our environment. Then create your very own crystal garden in a mini test tube and watch it grow!

## Acids & Bases



Learn all about how these types of chemicals can be identified and their uses. See how they react together and get your very own Reaction Tube kit with a break resistant plastic test tube, rubber stopper, a test tube stand you make yourself and a pack of pH test paper to experiment with.

## Superball Factory



Fill these amazing chambers with our secret sand and dunk them in water for sixty seconds. Then spin them dry and crack them open to reveal an incredible high bounce ball that you created!

## Magnetic Magic



Take a magnet through a maze and discover why magnets can levitate. Learn how like poles repel and opposites attract as we explore this strange and powerful force together. Then make your own floating magnet kit with three colorful magnets, a plastic base and plastic connecting rod for hours of magnetic fun.

## The Mini Lab



Explore proper lab etiquette & procedure as we swirl, mix & transfer liquids from various lab receptacles. Learn to appreciate the need for precision measurements with this colorful graduated cylinder and its little friend Pipette that you will take home.

## Rocket Launches



Everyone is thrilled to watch our exciting rocket launches from Ground Control! Try to track the rockets as they are launched hundreds of feet into the air!

Note: A large outdoor space is necessary for this station

**Or contact us to customize a station for your event!**

## Making Kids' Birthdays an Event

By KAREN LUNDEGAARD

August 17, 2004; Page D2

Children's birthday parties have become big business as inflatable moonbounces and elaborate themes make magicians and clowns passe.

Chains and franchises looking to cash in on birthday one-upmanship are popping up to offer everything from planning services to moonbounce rentals. Build-A-Bear Workshop Inc., which lets kids make their own teddy bears, has more than 150 stores. It filed to go public last week and plans to raise \$125 million to open more stores. Disneyland and Universal Studios each began offering birthday packages about a year ago. At Universal, \$895 buys park admission for 16, a decorated room for two hours and a meet and greet with Shrek or Spider-man, among others.

"The birthday market has exploded," says Frank Price, founder of Holly Springs, N.C.-based Birthday University, which holds two-and-a-half day training sessions for party planners. "Parents are willing to pay anything" for somebody to take over the frustrations of throwing a birthday party. That certainly applies to us. We tested five birthday packages on our own kids, including some parties at home and others, thankfully, out of the house.

Build-A-Bear Workshop might not have been the best choice for 11 rowdy 3-year-olds. The stores, which are mostly in malls, don't have party rooms so the party is essentially selecting and stuffing the bear, and then getting it a birth certificate. The birthday boy's father and another adult missed most of the fun because they had to go set up tables in the mall's food court and order the pizza. Adding to the chaos was the fact that the staff member assigned to lead the party had never done a party of 3-year-olds before.

Build-A-Bear President Barry Erdos declined to comment, saying the company is now in a quiet period following its IPO registration.



Better than Elmo: **Radical Rob's** dry-ice experiment kept 18 preschoolers rapt.

For a 9-year-old and 17 friends, we hired Kimberalla Parties, Sterling Heights, Mich., to throw a spa party, complete with facials and manicures. The owner, Kimberly Williams, and her three teen assistants kept the girls active the whole time, making sweet-smelling sachets for their dresser drawers, and creating scrapbook pages with Polaroids of their white facial masks and cucumber-covered eyes. The low point: When one girl held her "mood" nail polish upside down and stained the carpet.

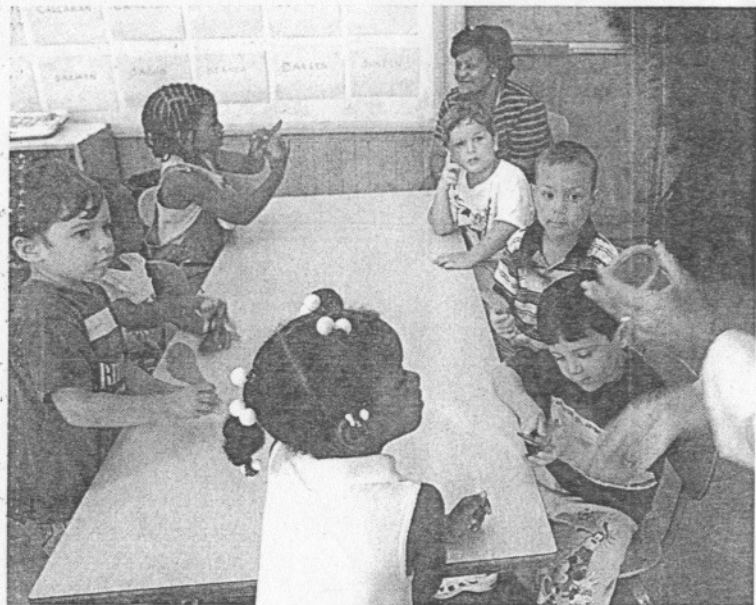
**A science-themed party with mad "scientist" Radical Rob (he wore a white lab coat) kept 18 mostly 4-year-olds rapt for the entire hour. He conducted eight experiments, including running an electrical current through two kids to light a fluorescent bulb. For the finale, everyone got to make slime to take home. Our only regret was not paying an extra \$50 for the cotton-candy experiment. Mad Science Group of Canada has more than a hundred franchises in North America.**

At Imagine It! Children's Museum of Atlanta, we had our own room and two staff members to run the party of nine kids, mostly 3-year-olds. For the \$375 deluxe package, we got a sing-a-long, a game as well as pizza, a beautiful three-layer cake and an art project of paper-bag elephant hand puppets. We picked the "Discover the Friendly Forest" theme, but it was mostly confined to the elaborately decorated cake. Museum marketing director Reagan Smith says staff was supposed to lead the party to the museum's tree-hut section for forest-themed playtime, but often -- as with our party -- things "go haywire," with kids scattering in all directions and formal activities petering out. Our 3-year-old reverted to a terrible two and ended up in a time-out for part of the party.

One of New York's hottest dining spots for kids and dolls was the choice for our 11-year-old's birthday party: American Girl Place. Though we had heard that you need to book months in advance for a party, we got in for a Saturday evening in August with just two weeks notice. In the pink-and-black party cafe, some 100 American Girl dolls were propped up on booster seats in front of zebra-striped cups and saucers. "Creepy," noted our 15-year-old Ramones-loving niece. For a kids' place, the restaurant was downright elegant, with white tablecloths and white china. And so was our dinner: mahi mahi with mashed potatoes and asparagus and a choice of wine or champagne to drink.

--Ilanthe Jeanne Dugan, Jeffrey Zaslow, Ann Carrns and Hannah Kate Kinnersley contributed to this article.

# Program Takes Science To Nursery Schools And Makes It Entertaining



By FELICE BUCKVAR

TARRYTOWN

**T**HE 4-year-olds at the Elizabeth Mascia Child Care Center here know about science, even if they cannot define the term.

"I watch the man on television," said a 4-year-old girl who then added that she meant Bill Nye of PBS's "Bill Nye the Science Guy." "He does science."

A boy said: "I have a science toy and a science book at home."

And another boy contributed the term "a science project." He had heard it when Arthur, the aardvark of children's television and book fame, had a project due at school.

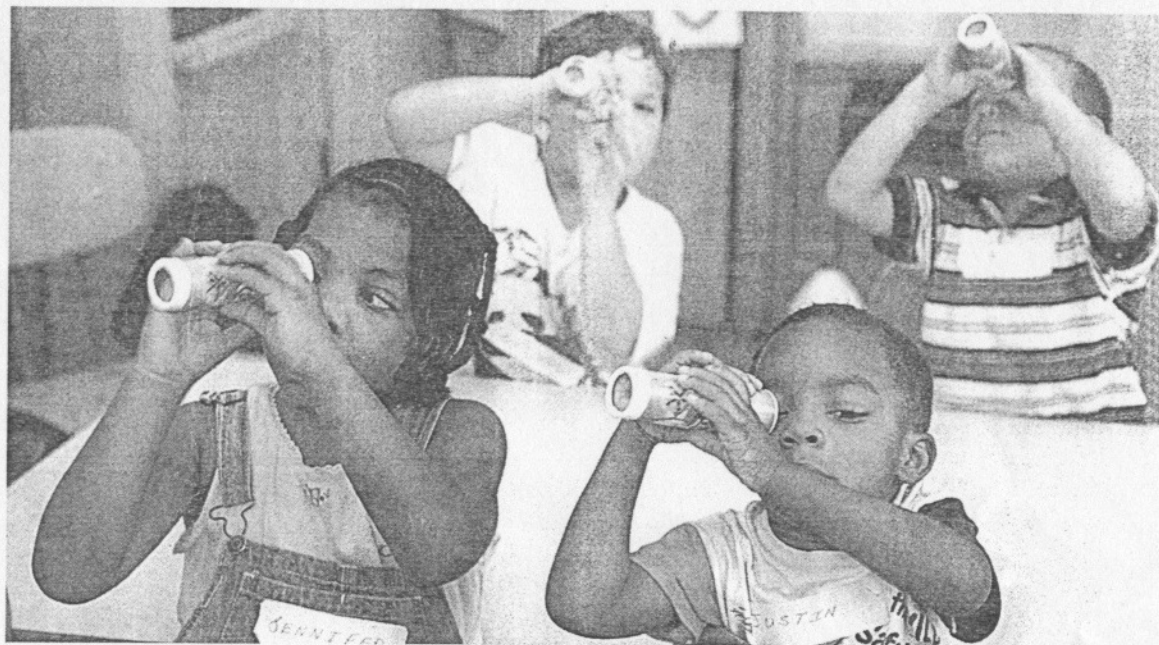
When Nancy Bonafilia of Mount Vernon, an elementary school teacher conducting a special science program at the center, took a magnifying glass and a kaleidoscope out of her box of materials, the children immediately named those objects and demonstrated their familiarity with them.

The special program was an introduction to a unit on the senses, which the head teacher of the class, Lisa Tolbert, was planning for her students. The morning's subject was the eye and seeing, and the children seemed fascinated with the magnifying glass and the different number of reflec-

tions in a side-by-side double mirror depending on the angles used. And, after studying red gelatin in a container through different colored plastic filters to see how mixed colors change, the students were given spoons and began to eat strawberry Jell-O.

Although similar science lessons have been used in school assemblies, classrooms and after-school programs, this time, the child-care center was beginning its newest program, science for nursery school children, said Jocelyn Kenner of New Rochelle, who with Lisa Silver of Cortlandt Manor, runs Mad Science of Westchester, a company that provides entertaining science programs for schools and special events for children 3 through 12 years old. "Just as with the older children, our goal is to spark interest and curiosity in science," Ms. Kenner said. "To capture the children's attention, we mix theater with teaching."

Last year, Ms. Kenner tried out science with prekindergartners at the Oak Lane Child Care Center in Chappaqua. "She donned her Dr. Juicy lab coat, brought out her big box and introduced new concepts to this very young group," recalled Maura Manning, the head teacher of the audience of 4-year-olds. "We paid for it out of our budget for special events. The children were enthralled learning about lasers, dry ice, chemical compounds." The 10 sessions spanned the school year.



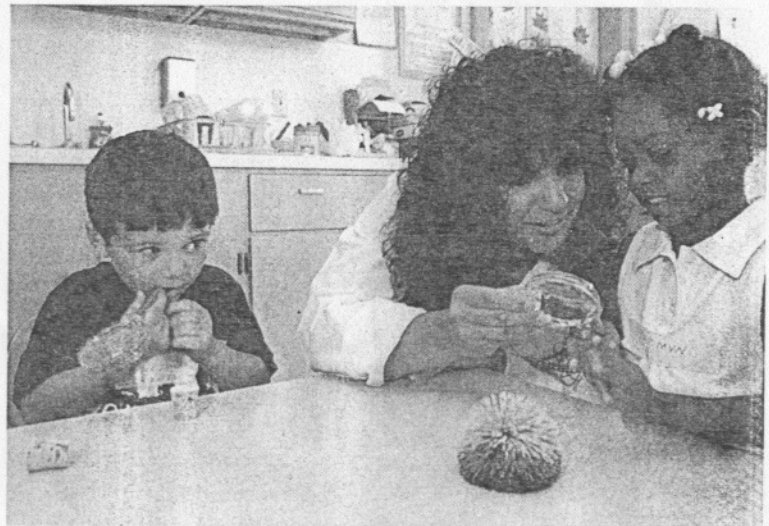
Photographs by Susan Farley for The New York Times

In a science program at the Elizabeth Mascia Center in Tarrytown, above, are Jennifer Onwe, front left, and Justin McFadden, right. In back are Matthew Gideon and Edwin Alejo. At right, Lisa Tolbert helps Jazmyne Michel and William Shampnois. Other children in class, left.

The older children also enjoy tricks that entail scientific principles. Some popular presentations include making pennies shiny again with vinegar and table salt and using large glass bulbs in which the electric current inside can show which materials conduct electricity. A current of electricity flashes when a hand touches the outside of the globe.

Tara Powers, 10, a fifth grader at the Westorchard Elementary School in Chappaqua, attended a workshop in June during a Girl Scout weekend at Camp Rock Hill in Mahopac. She enjoyed watching a miniature rocket shooting off — "That was cool," she reported — and she and the other Scouts were treated to a demonstration of how heat will make a solid sugar crystal change to candy floss, ending with a sample of the cotton candy created.

Ms. Kenner and Mrs. Silver met when they were both teaching at Horace Mann-Barnard Elementary School in the Bronx. Ms. Kenner taught first through sixth grades and Mrs. Silver taught first grade. Ms. Kenner's husband, Adam, is director of technology at Horace Mann. Mrs. Silver's husband, Phil, sells software for transportation companies for Spear Technologies, a company based in San Francisco. Mr. Silver read about Mad Science, an international franchise organization, and suggested that the two couples get together to buy a fran-



chise, which they did in November 1996.

"The Mad Science franchiser tells us where to get things, helps us to put together the kit we use, answers our questions and provides lesson plans," Mrs. Silver said. Two full-time workers, including Ms. Bonafilia, and about a dozen part-time presenters help fill requests for the programs.

All of the in-class workshops are taught by certified teachers, but science clubs and science parties are often led by college graduates with experience in working with children. Robert Diaz of Patterson is a musician and a disk jockey who said he has always been interested in science. He has

also worked in children's recreation. "I especially like the shtick in between experiments," he said. "I do a lot of back and forth conversation with the children," he said.

Another instructor, Amy Beaudry, started last year with Mad Science when she was still in graduate school. Now Ms. Beaudry is a full-time English teacher at Bergen Community College in New Jersey and a poet who has time to do science only at birthday parties. "Being able to improvise and ham things up — that's fun for me," she said.

For more information about the programs of Mad Science of Westchester, the number to call is 948-8319.