

Bloom Report:

Company Profile Of The Week

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In this space we feature a different company profile each week...

This week's profile: Mad Science Inc.

The Mad Science story starts with two brothers, Ariel and Ron Shlien, who had fun conducting spectacular science experiments to amaze the children in their neighborhood. At the age of 12, Ariel used three hundred dollars he had saved working a paper route to purchase a helium-neon laser and started offering to produce laser light shows for local DJs. In January 1986, the teacher of a science and technology course at a local Montreal YMCA brought in the brothers and their laser to offer his students a great grand finale to his course. The brothers' show was an instant, sensational success. The brothers were hired to run a regular weekend science enrichment program. The Y's science and nature program would never be the same, and Mad Science was born.

During the company's formative years, Ariel and Ron discovered that interactive activities are the best way to stimulate children's curiosity, and children love them! Mad Science's programs at the Y soon led to programs at other community centers, which led to after-school programs and workshops in local schools, and science-themed special events held around the city. The brothers then developed "edu-taining" Mad Science birthday parties. Within a few short years, thousands of Montreal children were enrolled in Mad Science programs.

Mad Science had grown from a hobby to a passion and from a passion to a thriving business. The brothers registered the name "The Mad Science Group" in March 1990, with the "Group" added in hopes that Mad Science would one day become a family of education, entertainment and production companies serving children, parents and communities around the globe.

In August 1993, the company moved from the owners' home to its first suite of offices. The Mad Science Group started developing new markets and products, and by 1994, Mad Science was providing Royal Caribbean Cruise Lines with popular science shows for young passengers.

With Mad Science dominating the market for enrichment programs in Montreal, Ariel and Ron were receiving requests from parents, teachers and organizations around North America who wanted Mad Science in their cities. The next step was clear: franchise the Mad Science concept.

In 1995, offices were opened in Toronto and Miami. By the end of 1996, 28 Mad Science franchises were operating across North America.

Mad Science Productions, the Mad Science Group's stage show division, was launched in 1997, and within a year, the company was providing highly-successful large-scale theatrical shows to amusement parks, theme parks and fairs across the continent. The winner of multiple awards and accolades every year since its inception, Mad Science Productions has been delighting international audiences with its entertaining and educational shows.

With 86 franchises operating around the world in 2000, Mad Science began establishing strategic corporate partnerships. Leveraging its experience and growing brand strength, the company joined with Scholastic to produce, publish and distribute a series of 12 books under the Mad Science brand which would go on to sell more than 1 million copies. Working with the State of Florida, Mad Science developed a tobacco awareness program, and with L'Oreal, developed a sun safety program.

Today, the Mad Science Group is a family of education, entertainment and production companies serving children, parents and communities around the globe. Throughout its prolific growth, the company has remained dedicated to its many stakeholders—children, parents, educators, franchise owners and staff—and to its mission: to spark the imagination of children everywhere.

Mad Science is the world's leading science enrichment provider. They deliver unique, hands-on science experiences for children that are as entertaining as they are educational. Mad Science is proud to introduce millions of children to a world of discovery while sparking their imagination. Mad Science encourages scientific literacy in children in an age when science is as vital as reading, writing and arithmetic.

Mad Science provides a unique assortment of hands-on programs, live presentations, theatrical productions and innovative products. They operate a franchise system of global scale, mount and tour large-scale Mad Science theatrical productions, and build partnerships designed to bring value to everyone. Their products and services are delivered through an extensive distribution network that serves every major North American market and 19 countries worldwide.

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