


These simple science experiments will have young kids searching the house for everyday items to learn about temperature, pressure, water, air, heat, and plants! Each easy and fun activity includes how-to photos, simple instructions, short explanations, and introduces beginning math principles. With tips and extra information to extend the scientific experience, this book will get kids thinking like scientists in no time at all!

Heavy-weight, high-quality cover and interior paper provide durable and sturdy construction for endless use.

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FEATURES INCLUDE:
- Materials & tool lists
 - Infographics
 - Step-by-step instructions & photos
 - Safety information

“It’s true that anyone can think like a scientist, and this title strikes a nice balance between being simple and engaging.”

— *Booklist*



Available Date	October 1, 2013
Title	<i>The Kid's Book of Simple Everyday Science</i>
Author	Kelly Doudna
ISBN	978-1-938063-34-3 (tr) 978-1-938063-35-0 (ebook)
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Contact Information	Sammy Bosch, Marketing Director & Publicity 612.338.2075 x105, sammy@mightymedia.com

Individuals

Trade Distributor

ORDER INFORMATION

Available from your local indie bookstore, chain, or online vendor

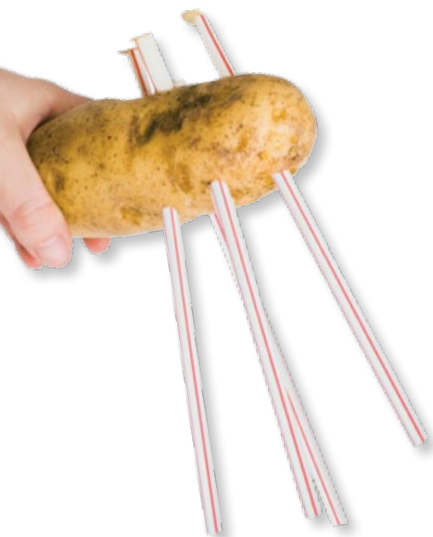
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Kelly Doudna is a graphic designer and writer in Minneapolis, Minnesota. She has written over 200 educational books for children. Kelly spends her free time biking, inventing soup recipes, taking photos of food and downtown Minneapolis, and blogging about it all.



Elephant's Toothpaste
Do you need to squeeze this bottle?

Yeast and hydrogen peroxide make a gas that creates bubbles.

What You'll Need

- measuring spoons
- yeast
- water
- empty 16-ounce plastic bottle
- hydrogen peroxide
- dish soap (regular not antibacterial)
- food coloring
- funnel
- baking pan

Safety note
The bubbles look like toothpaste, but they are not safe to eat. Do not put them in your mouth! However, it is safe to touch the bubbles.

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- Put 1 teaspoon (5 ml) yeast and 2 tablespoons (30 ml) water in a small measuring cup. Stir until the yeast is dissolved.
- Have an adult helper measure ½ cup (118 ml) hydrogen peroxide. Add three or four drops of food coloring.
- Stand the plastic bottle in the pan. Put the funnel in the top of the bottle. Pour the hydrogen peroxide mixture through the funnel.
- Put a little dish soap in the bottle.
- Pour the dissolved yeast into the bottle.
- What happens? Touch the side of the bottle. How does it feel?

What's Going On?
Mixing yeast with the hydrogen peroxide causes a **chemical reaction**. The mixture makes a gas and bubbles up. It also gets warm. The bubbles look like toothpaste when they come out of the bottle.

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Marketing Information

Audience

- ▶ Children Ages 5–9
- ▶ Young Scientists
- ▶ Teachers, Science Teachers, and Librarians
- ▶ Daycares and Afterschool Programs
- ▶ Activity Groups, Science Clubs, and Science Fairs
- ▶ Parents and Homeschoolers

Marketing Strategy

- ▶ **Release Date** September 2013
- ▶ **Author Events/Tours** across regional area of MN, with emphasis on science events at bookstores, libraries, schools, and kid's boutiques (additional opportunities at children's festivals)
- ▶ **Promotional Materials** focusing on fun and simple science, education, and experiments geared toward schools, clubs, science programs, and regional science events such as science fairs

Curriculum Standards Alignment

- ▶ **Meets Next Generation and Common Core Standards in Science and Math** that support inquiry, exploration, and discovery

Industry Events

- ▶ Heartland Fall Forum 2013
- ▶ Twin Cities Book Festival 2013
- ▶ ALA 2013/2014
- ▶ IRA 2014
- ▶ Children's Book Week 2014
- ▶ USASEF 2014