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Scientific American Continues to Encourage Families to Bring Science Home

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October 6, 2011 – *Scientific American* today launches **Bring Science Home** as an ongoing weekly initiative. Bring Science Home features engaging science activities that parents and kids can do together in just a few minutes, using readily available household materials. A new activity will be posted every Thursday with occasional videos.

"As a parent, my goal in creating Bring Science Home was simple," said Mariette DiChristina, Editor in Chief of *Scientific American*. "I wanted families to have fun exercising their curiosity and exploring science together with easy activities they can often do with common household items. We're happy to now offer these popular activities as a weekly feature."

Bring Science Home was first launched in May 2011 as a free month-long online series designed to inspire a new generation of "Scientific Americans." New Bring Science Home activities to look forward to include testing the color of autumn leaves and building a mini suspension bridge with a buddy.

Educational advisors for the series will include the National Science Teachers Association and the New York Academy of Sciences. Content partners, including CityScience, Crazy Aunt Lindsey and Science Buddies, will help provide science-based activities and videos geared toward kids age six to 12. As before, all activities, videos, fun facts, and explanations are provided, on the dedicated education section of the *Scientific American* website (**ScientificAmerican.com/BringScienceHome**) and shared on Facebook, Twitter and YouTube.

Bring Science Home is one of a number of education initiatives from *Scientific American*, as part of its Change the Equation commitment. In September 2010, Nature Publishing Group (NPG), *Scientific American*'s parent organization, joined Change the Equation, a CEO-led public-private partnership to support science, technology, engineering and math (STEM) literacy in the United States.

For more information about the program, please visit the website at:

ScientificAmerican.com/BringScienceHome
Nature Publishing Group Joins Change the Equation
SA Perspective: Start Science Sooner
SA From the Editor: Reflections From Science

About *Scientific American*

Scientific American is at the heart of Nature Publishing Group's consumer media division, meeting the needs of the general public. Founded in 1845, Scientific American is the oldest continuously published magazine in the U.S. and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 14 local language editions around the world it reaches more than 5 million consumers and scientists. Other titles include Scientific American Mind and Spektrum der Wissenschaft in Germany. For more information, please visit www.scientificamerican.com.

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