



Engaging the Curious Minds of Children

For Immediate Release

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Academy of Science for Kids Is Engaging the Minds of Children

Palm Harbor, Fla – May 14, 2008 – Joanie Falk of Palm Harbor, is not your typical science teacher. She is a bundle of energy with a passion and optimism that never seems to wane. She is a difference maker in the classroom, the kind of teacher that changes a child’s attitude toward learning.

For Joanie, it is her first love, the love of learning, that led to her life’s work of teaching. And it is the excitement she feels when the eyes of her young students light up, that encourages her each day to reach out to another child. But it was at the prompting of parents, combined with an article in Washington Post this past December, that convinced Joanie that the timing was right to take her gift beyond her classroom. The article stated that 15-year-olds in the United States “trail their peers from many industrialized countries. The average science score of U.S. students lagged behind those in 16 of 30 countries.”

Determined to influence the lives of students beyond her classroom, Joanie knows that her kids learn best and retain more, when they are engaged and having fun. This success formula for learning is now the key ingredient behind her new program - *Academy of Science for Kids*™ (ASK). As president of the newly established company, Joanie has taken her enthusiasm and combined it with the most successful lesson plans from 15 years of teaching. The result is the *Little Professor Science Kits*™.

“These are not just kits” says Mrs. Falk, “but a system of learning designed for success.” Four kits are being introduced initially to home-school parents on May 16 at the Middle Tennessee Home Education Association in Joanie’s hometown of Nashville, TN, but are available online to all students.

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The first four kits are:

- Seeds: Botany 101
- Rocks and Minerals: Earth Science 101
- Physics 101
- Polymers: Chemistry 101

Each kit includes 6 weeks of science exploration, 12 complete experiments, a journal, display board, a special code to take an online test, opportunities to credits redeemable for cool prizes and lab equipment, and the option to earn an online degree from ASK.

Over the next several months, 24 more *Little Professor Science Kits* will be introduced - all with the goal of preparing future scientists and caretakers of the natural world for a lifetime of imaginative investigation.

To learn more about the *Academy of Science for Kids*, contact us at 727-641-3853 or visit us online at www.AcademyofScienceforKids.com.

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