

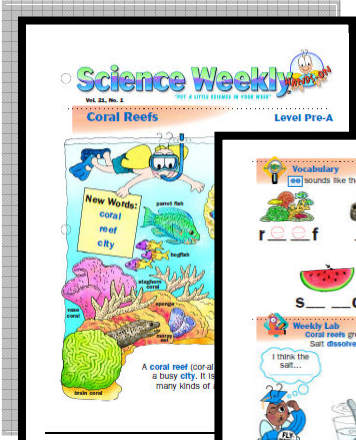
Product Snapshot

Product Type: Weekly publication (www.scienceweekly.com)

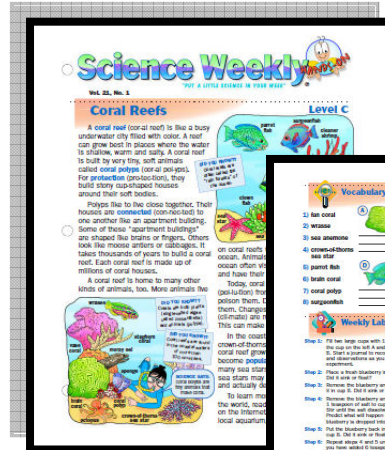
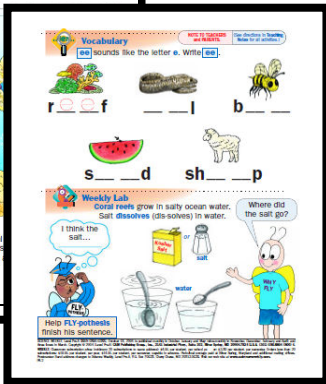
Product Value: Science and math concepts are introduced and reinforced via a differentiated (grade-level specific) approach within each weekly teaching series. Fundamental concepts and basic facts are highlighted within real-world, age appropriate context; presented with a full-color, easy to manage, weekly “worksheet-style” curriculum for grades K-6. Each series supports the educator with separate *Teaching Notes* for each Level.

Audience: Science Weekly Magazine is a regular component of the approved elementary curriculum in more than 1000 school districts across the United States; and is emerging as a global resource with ground-breaking distribution in China during the 2010-2011 school year.

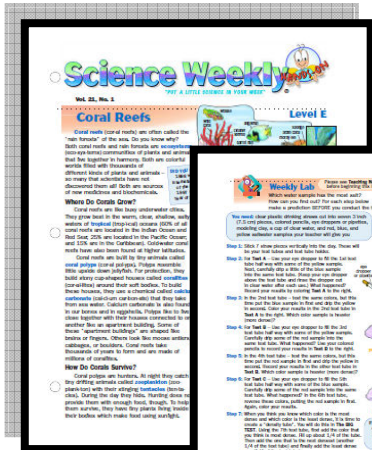
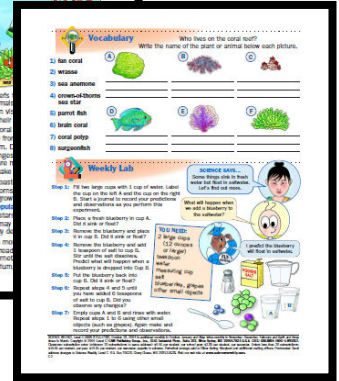
Product Samples: Visit <http://scienceweekly.com/downloads.html> to download full issues of all six levels and the associated *Teaching Notes* for the “Coral Reef” series.



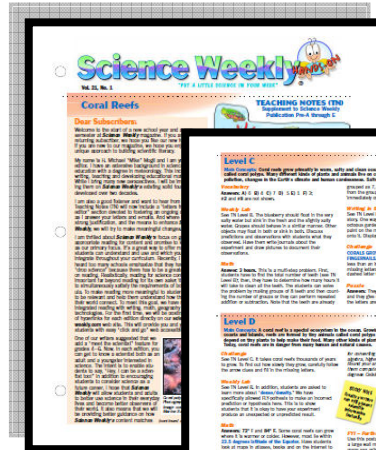
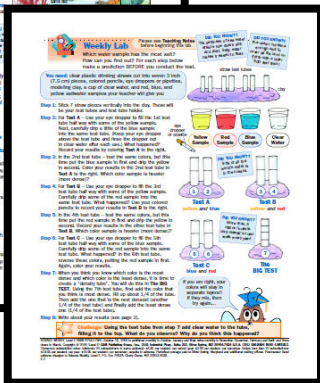
Coral Reefs: Kindergarten (Level Pre-A)



Coral Reefs: Grade 3 (Level C)



Coral Reefs: Grade 5-6 (Level E)



Coral Reefs: Teaching Notes (Lesson objectives for all Levels)



Product Purpose/Mission: Mathematics and Science Development

Mathematics and science should be two areas of concern for parents. Parents must realize that if their children reach the seventh grade functioning at the fourth or even at the fifth grade level in math and science, their children will probably never attain the skills needed to enter the job pool of technicians, scientists, mathematicians, or engineers (where the jobs and careers of the future will be.) Here, as elsewhere, parents must share the responsibility and help their children to learn basic skills of addition, subtraction, multiplication, and division. Until a student masters these skills, there is little the teacher can do to advance a student in mathematics.

In spite of what you read and hear about “rote learning”—call it whatever name you want—parents should not deprive their children of memorizing their arithmetic facts. Whatever method used, drill them until they know their facts by memory. Parents and guardians must do this for their children, regardless of what the new educational reformers are saying about rote learning. Parents should check with the school to see when the teacher expects the child to know these facts, and then, go to work full-time to make sure it is done.

This does not prevent parents from using other techniques, such as manipulative and hands-on materials (i.e. gaming systems and experiments), in order to help their children gain an understanding of the concepts as they learn their facts. Just make sure the child master those facts! Why? Because without mastery of the basic facts, the child will continually fall farther behind and is at-risk of becoming a permanent underachiever in mathematics. Likewise, parents must collectively join together and demand that their school district offer a fully developed science curriculum in all of its elementary and middle-schools. Elementary-school students should have access to a structured science program as early as kindergarten.

Parents cannot afford to stand-by and accept any reason for their children not being taught science throughout their school life. Anything less than this kind of sensitivity is a breach of trust and confidence in our students. Whereas reading is the gateway to success, don't forget that mathematics and science are the twins that will carry your children beyond the gate. Thousand of students graduate every year that can read, but cannot find meaningful employment, not because they cannot read--but because they lack math and science skills. All parents who have elementary-school children should have supplementary science-related materials, such as Science Weekly, coming regularly into their home, or into the child's classroom: www.scienceweekly.com

Pricing: **Classroom Rate** (*more than 20 subscriptions*): **\$4.95 per child/year for 15 issues**
Individual Rate (*less than 20 subscriptions*): **\$19.95 per child/year for 15 issues**

Additional Information: Science Weekly has a growing Social Media presence. Join us on Facebook and Twitter at “**SciWeekly4Kids**”