



Continuity Programs, 8/25/2006

CLIFFORD & COMPANY

This continuity series brings the enduring character, Clifford the Big Red Dog, directly into the hands of young children through original story and activity books written specifically for this series. When offered as a continuity program, Scholastic's *Clifford & Company* packages provided a combination of books and "colorform" - like play mats bring to life three key concepts of early learning: talk, play, and imagination. **ages 5 - 7**

MAGIC SCHOOL BUS

This continuity series encourages a growing interest in science the fun, easy way. Each package has different themes integrated throughout and includes one MSB book, a continuity-specific *MSB Magazine*, a MSB Activity Card, a MSB Activity Book, and a premium related to the theme. Except for the MSB book, none of the other special items are available in stores. **ages 5 - 8**

MAGIC SCHOOL BUS JR.

A younger version of the Scholastic's original *Magic School Bus* continuity series, these theme integrated packages for preschoolers provide hours of enjoyment learning science in a fun, enjoyable way. Each package includes one MSB book, a MSB picture book, a MSB activity book, a MSB activity game/card, and a premium related to the theme. Except for the MSB book, none of the other special components are available in stores. **ages 3 -5**

HOW TO SURVIVE ANYTHING

This series was pecially designed to offer strategies & how-to tips for handling all kinds of situations and challenges, this series focuses on different themes like what to do in real-life emergencies, how to master tricks and illusions, and how to make your own money. When published as a continuity program, Scholastic's introductory package included Book #1: *How To Master the School Universe: Homework, Teachers, tests, Bullies, and Other Ways to Survive the*



Classroom (an 80-page illustrated book with information on what to do in all kinds of school-related situations), a Personal Digital Assistant (PDA; battery-operated with note-taking capability), and a free "secret message" pen. Ten (10) titles available now

ages 8 - 11

SPACE UNIVERSITY

The *Space University* series brings the wonders of the universe into the home. Space travel, living and working on the space station, the search for life in the universe, science in orbit, and planet exploration are just some of the exciting topics covered in this great series. When published as a continuity program, Scholastic's introductory package included Book #1: *The Space Explorer's Guide to the Universe* (a full-color book of space activities and stories developed with experts at NASA and the American Museum of Natural History's Rose Center of Earth and Space), space supplies including a space simulator with pump and stopper, a red light ring, Team Universe playing cards, 100 glow-in-the-dark stars, a mission patch, and a website password card. Twelve (12) titles available now.

ages 9 - 11

SPY UNIVERSITY

The *Spy University* series introduces young readers to the spy realm. Each book focuses on a theme such as secret codes and ciphers, surveillance, undercover communications, hiding places, disguises, detective surveillance, spy catching, scouting and reconnaissance, escape and evasion, and the art of finding secrets. When offered as a continuity program, Scholastic's introductory package included Book #1: *The Spy University Trainee Handbook*, a motion detector key chain, a telescope-microscope disguised as a pen, spy credentials kit, a pack of fingerprint report cards, and an exclusive web-site access card. Fifteen (15) titles available now. **ages 8 - 11**

DETECTIVE ACADEMY

Learn the behind-the-scenes world of crime scene investigation with these full-color, photo-filled books that offer hands-on activities and stories about real cases.

When published as a continuity program, Scholastic's

introductory package included Book #1: *Basic Training Manual*, a detective equipment kit (including gadgets used by today's pros: an investigator's notebook, magnifying glass, flashlight, ID card, detective shield, shield case, and an exclusive "rookies-only" website password card. Twelve (12) titles available now. **ages 8 - 11**

UNDERSEA UNIVERSITY

The *Undersea University* series brings the wonders of the ocean right into a child's hands. Extreme fish, hungers of the deep (sharks, jellyfish, electric eels), diving, polar seas, life in the darkest depths, and the future of the oceans are just some of the exciting topics covered in this fascinating series. When offered as a continuity program, Scholastic's introductory package included Book #1: *The Ocean Explorer's Handbook*, an *Undersea University* card game, a "Grow Your Own Triops" kit, an Underwater Explorer's Kit (magnifier for up-close views of the Triops, a mini-sub kit, and a sea chest storage box). and access to the exclusive *Undersea University* website. Ten (10) titles available now. **ages 8 - 11**

MAGIC UNIVERSITY

By "enrolling" in *Magic University*, young readers learn to perform amazing tricks, certain to astonish family and friends! Best of all, they learn about the history and different aspects of magic. When published as a continuity program, Scholastic's introductory package included Book #1: *The Book of Transformations* (chock-full of how-to's for 20 amazing tricks), a Transformations Magic Trick Kit (including a shrinking die, color changing stick, a magic book with appearing and disappearing pictures, 16 mysterious "Svengali" cards, 16 regular cards, a magnetic spot card, and an all-important magic wand! Thirteen (13) books available now. **ages 8 - 11**

GOOSEBUMPS

This spine-tingling series became an international publishing phenomenon for a good reason: *Goosebumps* gives kids the thrills and chills they're always searching for. When offered as a continuity, Scholastic's introductory package included three (3) *Goosebumps* titles, the "Official



Goosebumps Scare-zine," and a free *Goosebumps* DVD ("Deep Trouble"). Each new mailing includes three (3) *Goosebumps* books plus exclusive members-only items.
ages 8 - 12

MAKEOVER FUN 101

Based on the popularity of makeovers in the media, *Makeover Fun 101* brings the fun and creativity of makeovers right into girls' homes! Each 48-page book is full of ideas and terrific tips, full-color throughout with step-by-step illustrations and photos. Girls will love learning how to revamp their rooms, their wardrobes, their beauty regimens, their party planning, and their fitness plans. Fans of this fabulous series can visit for games, stories, quizzes, and additional activities to extend the makeover experience.