



Science Magicians at Work

The World of "Mad Science"

physical or biological. A quick perusal of the list of programs gives an idea of how scientific concepts are wedded with fun and whimsy. Mineral Mania falls under Geology while Whacky Waves covers aspects of Oceanography. Physical Science can include programs of "Slippery Science" and Magnetism and Energy can be explored with "Mischievous Magnets." From rockets

to dinosaurs, genetics to machines (catapults, levers, pulleys) and wind to rocks, Mad Science(r) has it covered. The after-school program has 50 different topics and the workshops have 70! Susan comments that one of the wonderful things about the Mad Science(r) program is that every child comes away with something to take home from the session. Susan adds that the curriculum used complies with the California Curriculum and the National Science Education Standards.

The Newark facility has five full-time employees and employs about 30 instructors. Most Mad Science instructors are college students who are trained in how to present the subject matter in an engaging way for different age groups. The cost for a small group of children falls in the area of \$150 and includes all materials including those necessary for the kids to keep a reminder of their experience. For parents who would like to invite Mad Science(r) to their child's birthday party, a list of sug-



A group of elementary-aged children stare at a humming globe, wondering what it is, why it makes buzzing sounds and what it can do. As a "Mad Scientist," explains the VandeGraaff Generator and "static" electricity to the group, one brave soul reaches to touch the globe and immediately, her hair stands on end. What can cause this wondrous event? This fascinating experience and many others have been brought to Bay Area groups of children aged 5-12 (recently expanded to include pre-school ages 3-5 years and middle school grades 6-8) for the past five years by an entertaining and educational company called Mad Science.

We are dedicated to "spark the imagination of children and get them excited about science," says Susan Crawford, franchise owner of Mad Science of the South Bay & Peninsula, located in Newark since 1998. This is one of 150 franchises around the world. The idea is to create workshops, school and after-school programs, corporate events, private party entertainment and camps to help kids observe, wonder and participate in a "hands on" manner with the world around them - in other words...science.

Mad Science is the brainchild of two brothers, Ariel and Ron Shilen who discovered that "kids like fun, cool science." In 1990, the name, The Mad

Science Group(r) was registered and Royal Caribbean Cruise Lines contracted with the company for their Adventure Ocean Programs. The company has now spread through franchise operations throughout the United States and beyond. The list of programs available covers all aspects of scientific inquiry in a manner that spells "fun" for kids.

Mad Science(r) is an "on site" activity that all types of science whether