

Curiosityville®



Where families play and learn

FOR IMMEDIATE RELEASE

Curiosityville Launches Rosie the Scientist—and Offers a Creative Solution to the National Call for More Scientists, Innovators, and Problem Solvers

Recipient of a Rare Perfect Score by Common Sense Media and Other Awards,
Curiosityville Uses the Latest Research on Learning to Help Kids Become
Critical Thinkers and Active Learners

Cockeysville, MD, Dec. 6, 2012-- Building on the growing research that it makes a difference in long-term outcomes to hook kids early on math and science, Curiosityville (www.curiosityville.com) launches Rosie the Scientist, a new character built especially for learning STEM skills. One of four animated characters live now on curiosityville.com, Rosie is the community scientist, with a passion for helping kids become critical thinkers and active learners through playful online and offline activities based on the science of how children learn.

When kids visit Rosie's online laboratory, they meet an adorable, animated mouse dressed in a lab coat, red pleated skirt, knee socks, and Mary Janes. "A contemporary and accessible friend, Rosie is interesting and approachable by boys and girls," said Susan Magsamen, CEO and founder of Curiosityville. Although Rosie is a scientist by trade, she finds nearly everything interesting—our brains, the weather, puzzles, and ladybugs. And when she's not working on her latest laboratory experiment, she's doing yoga, reading and creating comic books and graphic novels, and finding out exactly *how* things work. "Her curiosity and enthusiasm for learning are infectious, and kids relate to her insatiable appetite for understanding the world," Magsamen explained. "When we created Rosie, we wanted her to exemplify the idea that science is a state of mind and a way of thinking about and living in the world around us. Kids inhabit this state of mind every day, and we tried to really tap into that with Rosie."

Like all interactive experiences in Curiosityville, the activities in Rosie's laboratory incorporate the latest science on how children learn and were designed by an interdisciplinary team of educators, neuro- and cognitive scientists, child development experts, parents, and industry professionals.



Each activity goes beyond building content knowledge in science to challenging kids to think and act like real scientists. At her debut, Rosie's activities include **The Magic Microscope**, a challenging exploration that puts kids up close and personal with bugs, blood, dust, pollen, and water—and then sends them off on a quest to locate, identify, and match attributes; **Brain Waves**, a fun game in which kids follow auditory and visual clues to learn the ins and outs of the human brain and increase their working memory and speed; and **Science Talks**, a premier series of short, interactive videos through which kids learn about their own amazing brains from scientists in Johns Hopkins University's Making Neuroscience Fun initiative, spearheaded by Professor Linda Gorman.

"All of these activities are aligned with and build a strong foundation for the rigorous Common Core State Standards being implemented in K-12 schools," explained Kristy Calo, the education and research director of Curiosityville. "With an age range of 3 to 8, we're hitting kids at an optimal time in brain development, when the seeds of scientific thinking and exploration—from interest to mastery—are sewn."

While Rosie's activities offer core skill development in the STEM disciplines, they also foster essential 21st century skills like critical thinking, problem solving, collaboration, innovation, and creativity. "Our online and offline activities—and all of Curiosityville, really—are a response to a national call to action and mandate to increase the number of scientists and engineers in the United States and build our capacity to innovate," added Calo. "To do that, we have to start young, when kids' brains are primed and ready, and when we can tap into their innate curiosity about the world around them."

"Investing to ensure a pipeline of workers skilled in STEM competencies is a workforce issue, an economic development issue, and a business imperative," said J.D. Chesloff, the executive director of the Massachusetts Business Roundtable. "The best way to ensure return on these investments is to start at the beginning—with very young children."

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Curiosityville is a new personalized learning world for young children and families, combining playful activities, lovable characters, and innovative technology that adapts content and gives parents real-time feedback as their child builds essential skills. Launched in August 2012, Curiosityville is the recipient of seven national awards, including the 2012 Media of the Year Award by Creative Child Magazine, a rare perfect score by Common Sense Media, the 2012 Best in Class Award by Interactive Media Awards, the 2012 Tillywig Brain Child Award, a Mom's Best Award, the Parent Tested Parent Approved Award, and a Best in Family-Friendly Media Mom's Choice Award.