

## For Immediate Release

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Contact: Dia L. Michels

[Dia@ScienceNaturally.com](mailto:Dia@ScienceNaturally.com)

202- 465-4798 / Toll-free: 1-866-SCI-9876

Cell: 202-841-9946



Teaching the science of everyday life

## Mystery solved! Why students need to pay attention in math class

*Two new books show kids that math can be fun!*

Who hasn't heard the math student's lament, "When am I ever going to *use* this?" What many students don't realize is that math is essential in our everyday lives. *Science, Naturally!*, the award-winning publisher of math and science trade books for kids, has just released two titles designed to make math relevant and interesting for kids ages 10-14. These books are doing for math what their award-winning predecessors have been doing for science!

Introducing...

[\*One Minute Mysteries: 65 Short Mysteries You Solve With Math!\*](#)

and

[\*101 Things Everyone Should Know About Math\*](#)

The timing of these books could not be better! President Obama just launched the "Educate to Innovate" and "Race to the Top" campaigns to promote math and science education, along with the "National Lab Day Initiative." The proliferation of STEM groups (encouraging Science, Technology, Engineering and Mathematics) has also thrust math into the national spotlight.

[\*One Minute Mysteries: 65 Short Mysteries You Solve With Math!\*](#) challenges kids to solve short mysteries... and in the process, helps them become mathematical super sleuths! Each just one minute long, these brainteasers have a challenging twist—you have to use your math skills to solve them. This title is authored by the same father-daughter team that brought us the award-winning, NSTA Recommended [\*One Minute Mysteries: 65 Short Mysteries You Solve with Science!\*](#) (Science Naturally, 2008).

The Yoder team, natives of Arlington VA, made their writing debut with [\*One Minute Mysteries: 65 Short Mysteries You Solve with Science!\*](#) They received multiple awards and recognition from science, parenting and education organizations. They have also been featured on NPR's *Science Friday*. Eric is a business writer at *The Washington Post*. They began writing books together when Natalie, now a high school junior, was still in middle school.

*Parents and students will enjoy the fun situations, and math teachers will appreciate the serious math behind the solutions.*

—Clay Kaufman, Co-Director of the Siena School, Silver Spring, MD

**[101 Things Everyone Should Know About Math](#)** follows the award-winning and NSTA Recommended **[101 Things Everyone Should Know About Science](#)** (Science, Naturally, 2006), sharing its predecessor's engaging question-and-answer format. Readers are challenged with questions ranging from baking to batting averages, from the Pythagorean Theorem to prime numbers. With compelling connections to real-life topics in health, food, travel, sports, hobbies, music and more, kids find this book engaging and challenging!

**[101 Things Everyone Should Know About Math](#)** was a real team effort. It was created by Marc Zev, an engineer and educator in Chatsworth, CA; Kevin Segal, an actuary with a background in applied mathematics, also from Chatsworth, CA; and Nathan Levy, a former teacher and principal, and prolific writer, from Hightstown (near Princeton), NJ.

*'101 Things Everyone Should Know About Math' gives sound and practical examples of how knowing math really does help you solve real-world problems.*

—James Singagliese, Principal, Holy Family School, Florham Park, NJ

A **TEST BOOKLET** for ***101 Things Everyone Should Know About Math*** is also available for use as a “pre/post” tool to measure math literacy and content comprehension.

***Science, Naturally!*** is an independent press in Washington, D.C., creating and distributing fun and educational materials promoting science and math literacy. To date, ALL of their titles have earned the coveted “NSTA Recommends” designation from the National Science Teachers' Association.

Books are available for consumers, schools and bulk orders from [www.ScienceNaturally.com](http://www.ScienceNaturally.com) or toll-free at 1-866-SCI-9876. *Science, Naturally!* titles are available to the book trade through National Book Network ([www.nbnbooks.com](http://www.nbnbooks.com)).

Ebook editions of these titles will be available soon.

Cover scans can be found at [www.ScienceNaturally.com](http://www.ScienceNaturally.com).

Review copies are available upon request.

**[One Minute Mysteries: 65 Short Mysteries You Solve with Math!](#)**

Eric and Natalie Yoder

April 2010, Trade Paperback

ISBN 10: 0-9678020-0-8 / ISBN 13: 978-0-9678020-0-8

Ages 10-14, 176 Pages, 5.5” x 8.5”

\$9.95 (Bulk discounts available)

**[101 Things Everyone Should Know About Math](#)**

Marc Zev, Kevin B. Segal and Nathan Levy

April 2010, Trade Paperback

ISBN 10: 0-9678020-3-2 / ISBN 13: 978-0-9678020-3-9

Ages 10-14, 208 pages, 5.5” x 8.5”

\$9.95 (Bulk discounts available)

TEST BOOKLET available (contains every question from the book)

ISBN 10: 0-9678020-2-4 / ISBN 13: 978-0-9678020-2-2 / \$2.95 each (Bulk pricing available)