

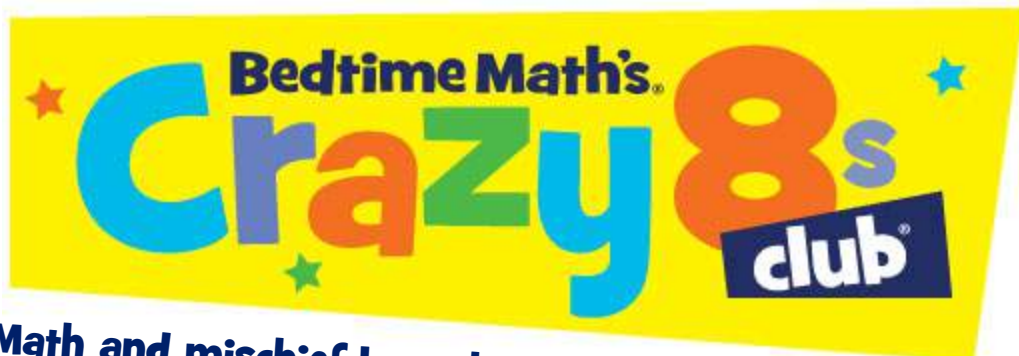
# Crazy 8s: Math Club for All!

Crazy 8s is a **nationwide after-school math club** designed to get kids fired up about math. Every week they get to build stuff, run and jump, make music, make a mess...and make friendships at the same time.

As part of our nonprofit mission, **Bedtime Math** has created a **free kit** of materials and instructions that brings math to life. Each kit is designed for 10-20 kids at two different age-levels: **K-2 and 3-5**. Clubs can take place at schools, libraries and other after-school community programs. Any youngster who likes math should have the chance to enjoy it.

Crazy 8s clubs meet on a weekly basis for **8 weeks** with mischief-making activities like Bouncy Dice Explosion and Toilet Paper Olympics. Nearly all materials needed are in the free kit, and it's **easy to coach!**

It's time for math to be the cool thing to do after school.



**Math and mischief brought to you by Bedtime Math!**



# Crazy 8s by the Numbers

- 1:** All it takes is one coach
- 2:** Age levels to choose from – K-2 and 3-5
- 3:** Different seasons of zany activities
- 8:** Wacky weeks of mischief-making activities per season
- 10-20:** Number of kids per club – enough to make it fun, but still manageable by a grown-up
- 1,000:** Number of kids who participated in Crazy 8s clubs at **40** pilot locations during winter 2014
- 60,000:** Number of kids joining Crazy 8s in **5,000** clubs nationwide and growing

**It's nothing like your usual math club!**

[www.bedtimemath.org](http://www.bedtimemath.org)



# Everyone is Crazy about Crazy 8s!

**Crazy 8s** is fast becoming America's favorite math club for elementary kids, with more than **5,000 clubs** serving over **60,000 kids**. Here's what some of our coaches say:

★ *I love how your activities engage the students and show them how math can be so fun!* – Corinne D., Crazy 8s Coach

★ *The kids LOVED "Rock 'n' Roll Bingo"! It was super fun because they were borderline out of control, but completely on task.* – Shannon S., Crazy 8s Coach

★ *Crazy 8s was different, exciting, and engaging...It truly was a huge hit!* – Kristy M., Crazy 8s Coach

★ *I am very struck by the creativity of these programs and \*high\* quality of the materials. The kids are having a terrific time.* – Roberta P., Crazy 8s Coach

**Kids can love math.**  
**Join the movement and be a part of it!**

**[www.bedtimemath.org](http://www.bedtimemath.org)**

# Bedtime Math's **Crazy 8s** club

**Math and Mischief for Every Kid!**



**Season I**

# Bedtime Math's<sup>®</sup> **Crazy 8s** club<sup>®</sup>

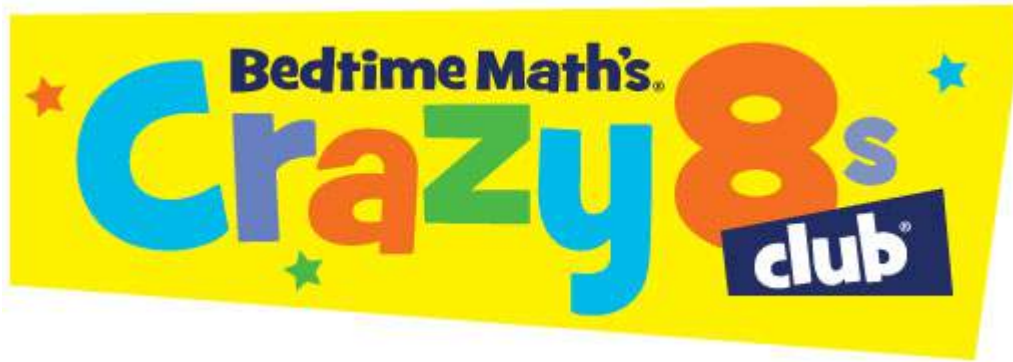
**Math and Mischief for Every Kid!**



# Bedtime Math's **Crazy 8s** club

**Math and Mischief for Every Kid!**





## Everyone is Crazy about Crazy 8s! Here's what our coaches have to say:

*I love how your activities engage the students and show them how math can be so fun! The kids come in and cannot wait to find out what we're doing next... I feel like all the materials are quality and appropriate for the tasks. The instructions are clear and grade appropriate. There hasn't been anything the kids didn't have fun with, from the glow stick shapes and tessellations to the zip-line and dice throwing... Thank you for the opportunity to pilot the program. -- Corinne D., Crazy 8s Coach, Sault Ste. Marie, MI*

*The kids LOVED "Rock 'n' Roll Bingo"! It was super fun because they were borderline out of control, but completely on task. They were so into it. They also loved rolling the dice — we had bouncy dice flying all over the place! Kids were crawling under chairs and counters and sinks to see what they rolled. It was hilarious! -- Shannon S., Crazy 8s Coach, Newburyport, MA*

*Parents LOVED the club! They all wanted to know if we were going to do more in the future. A number of the parents have kids in the older groups as well and I have heard nothing but positive feedback. Parents thought even the activities that were harder for the kids were great learning opportunities. -- Kristine R., Crazy 8s Coach, Ladera Ranch, CA*

*Crazy 8s was different, exciting, and engaging. As a facilitator, the mapped out lessons were super helpful, and easy to follow and implement... One parent who is a math specialist at an elementary school told me she thinks it is such a great idea to do this in preschool — she was familiar with Bedtime Math and was excited to see it featured at our school. It truly was a huge hit! -- Kristy M., Crazy 8s Coach, Silver Spring, MD*

*The programs are AWESOME! I am so pleased to be able to offer the Crazy 8s Series to our patrons. I was so pleased with the TP Olympic lesson that in addition to the program I had originally offered for preschoolers — I also shared it with two Cub Scout groups who toured our library this month! -- Barbra K., Crazy 8s Coach, Monroe, MI*

*I am very struck by the creativity of these programs and \*high\* quality of the materials. The kids are having a terrific time. -- Roberta P., Crazy 8s Coach, Ridgewood, NJ*

# THE WALL STREET JOURNAL

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## Glow-in-the-Dark Party Brings Math to Light

*Glow-in-the-Dark Geometry Parties to Celebrate 'Bedtime Math 2'*

By

REBECCA BRATBURD

March 18, 2014 10:19 p.m. ET



Laura Overdeck, center, at a Glow-in-the-Dark Geometry party. *Philip Montgomery for The Wall Street Journal*

"If the kids in your house have a total of nine superhero pairs of underwear and four peace-sign pairs, how many total pairs do you have?"

This is one of more than 100 exercises "Bedtime Math 2." To celebrate its release, author Laura Overdeck developed the Glow-in-the-Dark Geometry party; several hundred were thrown



in bookstores around the country last week. At the Barnes & Noble in Union Square, a dozen kids had a blast while tucked away in a "math tunnel"—a sort of blanket fort in an aisle of the children's section.

"Kids love discussing underwear and it really just shows how math is part of your life," said Ms. Overdeck, who is also the founder of the nonprofit Bedtime Math.

Hojjat Ghaderi, a computer scientist, said his son, Benjamin, 7 years old, is more curious about math since reading "Bedtime Math."

When Mr. Ghaderi explained to Benjamin that one of the tougher exercises required "multiplication and he said, 'What's multiplication? I want to do it; teach me, teach me!'"

Using glow sticks, William, 7, and Jack, 4, the sons of Tanya Sheehan, a CPA, built shapes that were out of this world. "This is a rocket, and this is a transporter. Aliens are inside and it transports them up into space so they don't invade," William explained, while building new geometric forms on the side.

Fluency with numbers amounts to being able to easily take them apart and put them back together, making day-to-day math easier. The more flexibility kids have with numbers, the less math anxiety they'll face later.

"Studies show that math anxiety starts as early as five," Ms. Overdeck said.

Lately, there has been a lot of chatter around empowering young girls, including Facebook COO Sheryl Sandberg's "Ban Bossy" campaign.

"We think about the girl issue all the time: Our goal is to help kids love math and avoid math anxiety, and girls are twice as likely as boys to have math anxiety by sixth grade," Ms. Overdeck said. Fortunately, "Bedtime Math" and the new Crazy 8s after school math club feature activities for everyone.

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## NJ mother's 'Bedtime Math' aims to solve number anxiety for children

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**Amy Kuperinsky/The Star-Ledger** By **Amy Kuperinsky/The Star-Ledger**

**Email the author | Follow on Twitter**

on March 13, 2014 at 8:08 AM, updated March 13, 2014 at 11:16 PM

"Read me a story."

A timeless childhood request. For many, nighttime narratives have long been an indispensable part of the daily wind-down.

In Laura Bilodeau Overdeck's house, the flavor of those bedtime stories has always been a little different. They involve numbers — and not just the kind found in tales of the three little pigs or one big bad wolf.

"My husband and I have always given our kids a little funny math problem at night," says the Short Hills mother. And they didn't use bribes.

Thanks to their ritual, the math itself becomes a treat. In her stories, numbers are the characters, revealing lessons about the weather outside, animals in a forest (wolves included) and the colors that shine from the Empire State Building.



Laura Bilodeau Overdeck signs copies of 'Bedtime Math 2' on Tuesday at Word bookstore in Jersey City.

John Munson/The Star-Ledger

"We live in a country where people can't stand math," Overdeck says. "In our house, math had become like dessert."

Apparently, the Overdecks were onto something. These candy-coated word problems soon became an email newsletter delivering daily math challenges set in the real world. The emails proved exponentially successful. In just two years, Overdeck's math problems populated a "Bedtime Math" blog and website, the blog became a book deal, and then Overdeck's first book became another book.

Parents and children gathered to celebrate Overdeck's Bedtime Math concept at Jersey City's Word bookstore Tuesday, proving that math doesn't have to look like one-dimensional numbers. Kids pushed a large assortment of glow sticks into foam balls to build tetrahedrons

(pyramids) and hexahedrons (cubes). The goal is to construct Day-Glo houses and apartment buildings.

Overdeck is using the glow-in-the-dark parties at bookstores nationwide to promote "Bedtime Math 2: This Time It's Personal." Out this month, it's a follow-up to her first book, "Bedtime Math: A Fun Excuse to Stay Up Late" (Macmillan Children's Publishing, 2013).

Unlike reading, which usually becomes part of a child's bedtime ritual early on — even if they're just listening — math is often considered a regimented activity, says Overdeck.

It's a perspective established in elementary years, reinforced before students have even arrived at algebra. And then "they go to school and their first experience with math is homework," says Overdeck, 44, the founder and president of the nonprofit Bedtime Math Foundation, based in Summit.

Although her own curiosity for numbers was hardly lacking — for fun as a child, she decided to commit perfect squares to memory —

Overdeck, who has a bachelor's degree in astrophysics from Princeton University and a public policy MBA from the University of Pennsylvania, is aware that for others, the "homework" stigma can stick.

Overdeck's word-problem email started as a simple list for her friends who wanted to try them on their children. "The thing just exploded," she says. "The list doubled in a week."

Now, the newsletter goes out to more than 50,000. In her Summit office, Overdeck's staff of seven works on word problems for the daily email and blog (**BedtimeMath.org**), also delivered through an app. Some questions are couched in current events. Take winter's salt shortage.

New Jersey recently tried to buy 40,000 tons of extra rock salt from Maine, but an ancient law said that it had to be shipped on a U.S.-built ship — and the ship waiting for the job was from the Marshall Islands. So the salt came to New Jersey on a smaller American ship, just 9,500 tons at a time, requiring more back and forth trips.

Queries that follow vary for each child. The youngest children — called "wee ones" in Bedtime Math parlance — are asked to count by thousands to 9,000 tons of salt. Older children get more: If 10 towns in New Jersey each need 1,000 tons of the salt, can the ship bring enough for all of the towns on the first trip? A bonus: If a kitchen box of salt weighs half a pound, how many boxes would it take to fill a ton (or 2,000 pounds)? (Answer: No. Bonus answer: 4,000.)



Kayla Rose builds a glow-in-the-dark structure using glowsticks and foam balls. Overdeck is using the activity to promote 'Bedtime Math' at bookstores across the country.

John Munson/The Star-Ledger



Jaivir Singh's mother says he's able to do third grade math in first grade, thanks to early exposure to the questions in Laura Overdeck's 'Bedtime Math' emails and book.

John Munson/The Star-Ledger

Bedtime Math's target audience is the 3- to 9-year-old set. "I would say the sweet spot is like 5- or 6-year-olds," Overdeck says. That's when math anxiety can begin "By 8, a lot of girls are turned off," she says. Overdeck's own children — her daughter, 10, and sons, 8 and 5 — serve as an "in-house focus group."

Experiential learning can be found in many of Overdeck's Bedtime Math prompts. Much is tactile. One story involved a toilet paper Olympics, for example, timed to Sochi, with a long jump, shot put and relay races, all measured in bathroom tissue.

Carol Levin, a youth services librarian at the Bridgewater branch of the Somerset County Library, helped pilot a Bedtime Math club called Crazy 8s over eight weeks with a group of third through fifth graders.

To talk about the Pythagorean Theorem, they sent stuffed animals down a 10-foot zipline. In the coming months, Crazy 8s will become an after-school program. At Franklin Elementary School in Summit, 50 children are signed up for three sections of the same club.

"It's really not intended to address any shortfall," says Sue Thatch, PTO president.

Parents liked that kids would experience math in "a project-based environment," she says, seeing numbers have consequences beyond worksheets.

Starting March 20, three teachers will launch the weekly hourlong club for eight weeks.

For those keeping track, that's 400 combined hours of after-school math.

### **Bedtime Math glow-in-the-dark parties**

March 14: 4 p.m. at Barnes & Noble, 3535 Route 1 South, Suite 400, Princeton.



Some of Overdeck's word problems, delivered in a daily blog, use current events. Others, hands-on activities.

John Munson/The Star-Ledger

March 15: 11 a.m. at Barnes & Noble, 765 Route 17 South, Paramus; 11 a.m. at Barnes & Noble, 911 Haddonfield Road, Cherry Hill; 2 p.m. at Labyrinth Books, 122 Nassau St., Princeton. Author Laura Bilodeau Overdeck will sign books at the last two stops.

- **Toy Fair 2014: Lite-Brite and other vintage toys stage a comeback**
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