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Dino Pet Roams into Classrooms, Teaching the Magic of Bioluminescence to Students across North America

Newly Launched Dino Pet Education Tools Kit Allows Teachers to Incorporate Educational Dino Pet into Classroom

Carlsbad, Calif.—September 14, 2015—[Biological & Popular Culture, Inc.](#) (BioPop), a company dedicated to creating “living art” concepts, today announced a Dino Pet Education Tools kit (DPET). This new educational offering, developed with [The Education Center](#), enables teachers to incorporate BioPop’s flagship Dino Pet into the classroom to teach introductory science lessons to elementary school students in a very unique and fun way.

The [Dino Pet](#) is a living toy filled with photosynthetic plankton, also known as dinoflagellates, that photosynthesize during the day and glow a brilliant blue at night when they are gently agitated. The Dino Pet takes learning to a new level and can be used to teach kids about bioluminescence and ocean life in a much more interactive way than a textbook ever could. The new [DPET kit](#) provides teachers with a comprehensive lesson plan around the elements of the Dino Pet, responsibility, math skills and scientific observations skills. As part of the kit, teachers are encouraged to have each student take turns bringing the Dino Pet home at night so they can see the magic of bioluminescence themselves and with their families.

“At BioPop, our goal is to utilize concepts already found in nature to pioneer living art concepts that fuel the imagination and pique curiosity about our relationship to nature and science,” said BioPop’s Co-Founder Dean Sauer. “The Dino Pet is a great way for teachers to introduce their students to the fundamentals of bioluminescence and photosynthesis while also teaching responsibility for caring for their new classroom pet.”

BioPop’s DPET kit includes:

- Introduction for kids, explaining care and assigning students to care for their pet
- A fun exercise for naming the Dino Pet
- Classroom mini-poster and sign
- Daily care / observation log
- Four Patterns: Teaser question to display near the Dino Pet, a coloring page, and a writing page
- Parent communication piece

In addition to the Dino Pet Education Tools kit, BioPop also offers several other products that complement the Dino Pet, including an interactive kids’ storybook, [A Dino's Tale](#), which provides more education on the magic of bioluminescence.

About BioPop

Driven by a passion for science, art and design, BioPop focuses on developing "living art" concepts that fuel the imagination, provide new answers for the way we live and enrich our understanding of the relationship between nature, science and humanity. The company's work can be seen in the Smithsonian National Museum of Natural History and in homes and offices around the world.

Biological & Popular Culture, Inc. (BioPop), a Delaware Corporation, is a majority owned subsidiary of Intrexon Corporation (NYSE:XON). For detailed information, as well as images and b-roll footage of the Dino Pet and BioPop, visit biopop.com.

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