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## SMARTIVITY®: PINBALL MACHINE SELECTED AS FINALIST FOR ASTRA'S 2021 BEST TOYS FOR KIDS

**Wheeling, Illinois (May 10, 2021)** – SMARTIVITY®: PINBALL MACHINE, distributed by Elenco, has been selected by the American Specialty Toy Retailing Association (ASTRA) as a Finalist for the BEST TOYS FOR KIDS award in the Science category for 2021.

This year's nominees were submitted by ASTRA members beginning in January and were narrowed down to a field of finalists that includes a total of 52 products spanning 10 categories.

Build a fully-functional Pinball Machine. Score points and challenge friends while learning about STEAM concepts. Made from high-quality, re-engineered, laser-cut wood, all SMARTIVITY products are recyclable, safe, non-toxic, and sustainable. Mess-free assembly using rubber bands - no glue required. Designed for learning fundamental principles of STEM/STEAM, each kit comes with easy-to-understand, illustrated instructions to ensure understanding of concepts learned through play.

SMARTIVITY®: PINBALL MACHINE is appropriate for budding engineers, ages 8+, and includes:

- Various parts to build the Pinball Machine
- Full-color, easy-to-read project manual

**About Elenco:** For almost 50 years, Elenco has provided educational/STEM products, along with hobby and test equipment to schools and consumers. Elenco has been family owned and operated since 1972, founded by Gil Cecchin, an electrical engineer. Elenco's pride is the award-winning SNAP CIRCUITS® product line, which teaches kids to have fun learning electricity, engineering, circuitry and more. The SNAP CIRCUITS® brand has been endorsed by educators globally and used in schools, libraries, museums, after-school and homeschool programs, STEM and Maker programs, and at home.

For more information, visit [www.elenco.com](http://www.elenco.com) or contact Elenco's Marketing Department at [marketing@elenco.com](mailto:marketing@elenco.com)