



# ELENCO®

Learn by doing.®

The makers of



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## ELENCO INTRODUCES SMARTIVITY® DO-IT-YOURSELF, STEAM ACTIVITY KITS

**Wheeling, Illinois (February 20, 2020)** Elenco, maker of the award-winning Snap Circuits® product line, will introduce its new line of SMARTIVITY® do-it-yourself STEAM activity kits at New York Toy Fair this week. Elenco has partnered with India-based Smartivity Labs, LLC, to distribute SMARTIVITY® branded educational toys and kits throughout North America. SMARTIVITY® offers Do-It-Yourself activity kits designed to help children understand fundamental principles of STEAM subjects, such as gravity, centrifugal force, momentum, pressure, hydraulics, optics, mechanics, and mathematics.

Made from high-quality, re-engineered, laser-cut wood, all SMARTIVITY® products are recyclable, safe, non-toxic, and sustainable. Parents and teachers will enjoy a mess-free assembly, as SMARTIVITY® kits are constructed with rubber bands, instead of glue. With art materials from home, kids can use their own creativity to make their completed projects their own. Each kit comes with richly-illustrated, easy-to-understand, step-by-step instructions with experiments to ensure understanding of concepts learned through play.

Following the Learn by doing® philosophy found in all Elenco-distributed products, SMARTIVITY® enhances play quality with an emphasis on Do-It-Yourself building to boost confidence, analytical and motor skills, creativity, and critical thinking. SMARTIVITY® products are geared for children ages 6+ and designed to unleash imagination and inspire future makers and innovators.

SMARTIVITY® kits will be available in all Elenco's retail channels, including specialty stores, larger retailers, and online retailers this Spring. Elenco will offer over fifteen different SMARTIVITY® models, including: Mechanical Xylophone, Roller Coaster Marble Slide, Retroscope, Music Machine, Kaleidoscope, Hydraulic Crane, Multiplication Machine, and much more.

See Elenco's 2020 New Products guide or visit [www.elenco.com/smartivity](http://www.elenco.com/smartivity).

### About Elenco

Family owned and operated for nearly 50 years, Elenco provides educational/STEM products, along with hobby and test equipment to consumers and schools. Elenco's award-winning SNAP CIRCUITS® products teach 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. Elenco's TEACH TECH® brand features build-it-yourself, coding, green-energy, and mechanical-robotic kits. Elenco is also the North American partner for world-renowned toy brands including Engino Construction, EduToys Science Kits, and more. Broadly distributed through a wide-range of retail channels, Elenco products can be found wherever fun, innovative, science-based activities are sold.

### Elenco's Mission

Our mission is to provide quality, innovative toys and educational products that are fun, affordable, engaging, and designed to instill a passion for learning and creating. We're committed to inspiring imagination, invention, and exploration. We believe the best way to learn is by doing.

# Smartivity®

THE POWER OF

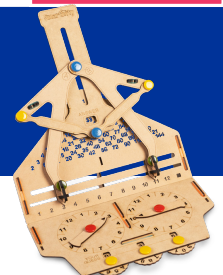
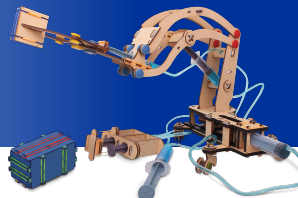
PLAY

THE PROMISE OF

STEM

YOUR CHILD'S

POTENTIAL



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