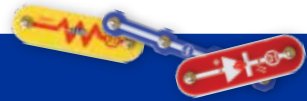




ELENCO®

Learn by doing.®

The makers of



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ELENCO, STEM TOYS LEADER, LAUNCHES NEW SNAP CIRCUITS® LINEUP

Wheeling, IL (August 19, 2020) Elenco, maker of the award-winning Snap Circuits® line of educational circuit-building toys, announces the September 30 launch of its new additions to its popular Snap Circuits® lineup. For nearly 20 years, Snap Circuits® has been the go-to toy for learning electronics. Now, Snap Circuits® takes the next generation into the world of coding and expands its fanbase with MyHome, designed to make electricity relevant and engaging.

Snap Circuits® MyHome: With the mindset that “electricity is for everyone”, MyHome is designed to inspire kids of all backgrounds and interests to learn about how electricity in their home works. Kids ages 8+ can build a house or city building with real, working, 3-D circuits, just like they use every day. With colorful base grids to spark creativity, kids can make their structures their own, all while learning how electricity travels and powers their home. Learn about security systems, automatic lights, alarms, motors that power appliances, and more! MyHome answers questions like: How does the electric company get power to my home? How does power travel inside my walls? What happens when I turn on a light? What happens when the power goes out?

Snap Circuits® Discover Coding: Learn to code with Snap Circuits®! Download the new Snap Circuits® Coding App and control Snap Circuits® projects using a smartphone or tablet. Learn the basics with easy graphical coding. Advanced coders can move up to BLOCKLY coding and program their own patterns of lights, sounds, and moving parts. Illustrated project manual explains electrical and coding concepts with exciting coding challenges. Over 30 Snap Circuits® parts, including the new Bluetooth-powered SC Controller. For ages 8+.

Snap Circuits® Green Energy: Have fun learning the basics of electronics and alternative energy. Explore clean energy concepts, such as electric cars, windmills, and hand-generated power. Perfect for environmentalists and future engineers ages 8+!

Also Now Available:

KC3, Keypad Coding Robot: This mission-based, build-it-yourself, Keypad Coding robot is designed with beginner-friendly building and coding. No computer, phone or screen, a must-have for parents looking for screenless learning activities. Build and rebuild into 3 roles: Shooter, Doodler and Sweeper. Features a coding keypad for kids to master basic coding commands to move the robot 8 different directions. Advanced coders can set KC3 for more difficult tasks and challenges

Smartivity®: Elenco has partnered with India-based Smartivity Labs to distribute Smartivity® branded educational toys and kits. Smartivity® offers Do-It-Yourself activity kits designed to help children ages 6+ understand principles of STEAM. Made from high-quality, re-engineered, laser-cut wood, all Smartivity® products are recyclable, safe, non-toxic, and sustainable. Each kit comes with richly-illustrated, step-by-step instructions with experiments to ensure understanding of STEAM concepts learned through play.

About Elenco: Family-owned and operated for nearly 50 years, Elenco provides educational/STEM products that follow its Learn By Doing® philosophy. Elenco’s award-winning Snap Circuits® products teach kids to have fun learning electricity, engineering, and more. The Snap Circuits® brand has been endorsed by K-12 educators globally and used in schools, libraries, museums, after-school and homeschool programs, STEM and Maker programs, and at home. Many of today’s rising leaders in science and technology learned the basics of engineering by creating and inventing with Snap Circuits® as a child. Showing Elenco’s commitment to STEM, Elenco was honored at CES-2020 with the “Pioneer Team” award and won the Seriously STEM! Award 2019 for best overall STEM toy. Elenco’s WEmake® line includes educational, DIY-kits and tools that teach soldering and basic electronics. Elenco is also the North American partner for world-renowned brands Engino Construction, Edu-Toys Science Kits, and now Smartivity Labs. .