



**ELENCO**<sup>®</sup>  
Learn by doing.<sup>®</sup>



## ELENCO RECEIVES MULTIPLE NOMINATIONS FOR 'TOY OF THE YEAR' AWARD, INCLUDING TWO FOR SNAP CIRCUITS

**Wheeling, Illinois (November 8, 2021)** – Elenco, maker of the award-winning Snap Circuits<sup>®</sup> line of educational circuit-building toys, announces that the company's toy portfolio has received three finalist nominations for The Toy Association's 2022 Toy of the Year (TOTY) Awards, including two Snap Circuits products.

This is Elenco's fourth time being nominated as a TOTY finalist, having won the Specialty Toy of the Year in 2009 for its Snap Circuits 300. "For nearly 50 years, we have created educational products that follow our Learn by Doing<sup>®</sup> philosophy," says Jim Cecchin, Elenco's President. "We are so honored to be recognized for our ongoing commitment to strengthen education through play. We congratulate all of the finalists who inspire creativity for the next generation."

The list of Elenco 2022 TOTY Finalists are:

**Construction Toy of the Year: Snap Circuits<sup>®</sup> MyHome:** With the mindset that "electricity is for everyone", MyHome is designed to inspire kids of all backgrounds and interests to learn how electricity in the home works.

**Specialty Toy of the Year: Snap Circuits<sup>®</sup> Discover Coding:** Code and control Snap Circuits projects with easy graphical coding. Advanced coders can use BLOCKLY coding and program their own patterns of lights, sounds, and moving parts.

**STEAM Toy of the Year: Smartivity<sup>®</sup> Pinball Machine:** Build a fully-functional Pinball Machine while learning about levers, momentum and energy transfer. Mess-free assembly using rubber bands. Eco-Friendly and Sustainable.

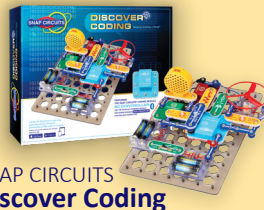


### CONSTRUCTION TOTY



SNAP CIRCUITS  
MyHome

### SPECIALTY TOTY



SNAP CIRCUITS  
Discover Coding

### STEAM TOTY



SMARTIVITY  
Pinball Machine

**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, and more. Showing Elenco's commitment to STEM, Elenco was honored at CES-2020 with the "Pioneer Team" award and won the Seriously STEM! Award in 2019 for best overall STEM toy. In 2022, the company will be celebrating the 50th Anniversary of Elenco and the 20th Anniversary of its iconic Snap Circuits<sup>®</sup> brand.

**About Smartivity<sup>®</sup>:** Elenco has partnered with India-based Smartivity Labs to distribute Smartivity<sup>®</sup> branded educational toys and kits in North America. Smartivity offers Do-It-Yourself activity kits designed to help kids understand principles of STEAM. Made from high-quality, re-engineered, laser-cut wood, all Smartivity products are recyclable, safe, non-toxic, and sustainable.

**About the Toy of the Year Awards (TOTY):** The Toy of the Year Awards, known as the "Oscars" of the toy industry, are held annually by The Toy Association to recognize the top toys and games in a variety of categories. Finalists are nominated by a panel of judges comprised of experts in the industry. Toy Association members along with the general public vote to decide the winner in each category. All proceeds from the TOTY Program benefit The Toy Foundation, which delivers millions of new toys to children in need each year. A full list of 2022 finalists can be found [HERE](#).