



FOR IMMEDIATE RELEASE

Elenco is Positively Charged for a Snap Happy 2022
Elenco and SNAP CIRCUITS® Kick Off a Milestone Year of Celebrations

Wheeling, IL, January 31, 2022 - [Elenco](#), the creators of the award-winning **SNAP CIRCUITS®** line of educational circuit-building toys announces a year filled with celebrations in honor of the 50th anniversary of the founding of the company as well as the 20th anniversary of **SNAP CIRCUITS®**.

STEM leader **Elenco** is amped up for a full year of celebrations in 2022: the 50th anniversary of the company, 20 years of **SNAP CIRCUITS®** and three Toy of the Year (TOTY) nominations. Celebrations have officially begun and will include monthly giveaways on the **SNAP CIRCUITS®** social media channels, exciting partnerships and collaborations, and many more surprises to be announced in the coming months. **Elenco** will also be re-launching its flagship product, **Snap Circuits Junior (SC-100)** this spring in honor of its dual anniversaries.

“The Elenco Team is looking forward to our year-long celebration,” said **Jim Cecchin, President** at Elenco. “My father, Elenco’s founder, would be so proud to see this company continue to pioneer in the development and evolution of STEM education.”

Founded in 1972, **Elenco** began with humble roots in the Chicago-area basement of founder Gil Cecchin, an electrical engineer with a passionate belief that the best way to learn is by doing. Over the course of the next few decades, **Elenco** began supplying technical schools, colleges, and high schools across the country with educational kits and products that taught the basics of electronics and engineering, pioneering early STEM education. The **SNAP CIRCUITS®** brand, first released in 2002, teaches basic engineering, electronics and circuitry concepts to kids through its unique technology, using building blocks that snap together to assemble electronic circuits on a simple “rows and columns” base grid. The line offers a wide range of kits, in various sizes and complexities, all with easy-to-follow project guides that make it fun for students of all ages to *Learn by Doing®*.

The **Snap Circuits Junior Discovery Kit** inspires the youngest budding engineers, inventors and innovators to explore their curiosity and build their confidence with hands-on STEM play. With over 100 potential projects to create and explore – including AM radios, burglar alarms, doorbells, and even fun electronics games to play together – the re-launched **anniversary edition** is the perfect introduction to the world of **SNAP CIRCUITS®**.

“The Junior is Elenco’s most popular and best-selling Snap Circuits kit ever,” said **Linda Kramer, Vice President of Marketing** at Elenco. “It has certainly stood the test of time and has set the standard for STEM toys within the industry.”

As the cherry-on-top of their major milestone celebrations, Elenco is proud to have three finalist nominations for the Toy Association’s 2022 Toy of the Year (TOTY) Awards: **SNAP CIRCUITS® MyHome** in the Construction Toy category, **SNAP CIRCUITS® Discover Coding** in the Specialty Toy category, and the Smartivity® Pinball Machine in the STEAM category. This is the fourth time Elenco has been nominated as a TOTY finalist, having won Speciality Toy of the Year in 2009 for **SNAP CIRCUITS® 300**.

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Follow Snap Circuits® on social media to join the celebrations!

Instagram: [@snapcircuits](#)

Facebook: <https://www.facebook.com/SnapCircuits>

ABOUT ELENCO

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 as children by creating and inventing with Snap Circuits®.

[Timeline of Snap Circuits 2002-2022](#)

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