



ELENCO'S SNAP CIRCUITS® WINS SPECIALTY TOY OF THE YEAR 2022

Wheeling, Illinois (October 11, 2022) – Elenco, the creators of the award-winning Snap Circuits® line of educational circuit-building toys, is proud to have won a Toy of the Year (TOTY) Award for Specialty Toy of the Year, along with three other TOTY award nominations. This year, Elenco celebrated its 50th anniversary of the company's founding and the 20th anniversary of **Snap Circuits®**.

Snap Circuits® was nominated for the Toy Association's 2022 Toy of the Year (TOTY) Awards in 4 categories:

- Snap Circuits® Green Energy: Winner of the Specialty Toy of the Year category.
- Snap Circuits® MyHome: Construction Toy category
- Snap Circuits® Junior: STEAM category
- Snap Circuits® Code Journey: Vehicle category

This is the fourth year Elenco has been nominated for a TOTY, winning Specialty Toy of the Year in 2008 for **Snap Circuits® 300**.



Snap Circuits® Green Energy teaches the basics of electronics and alternative energy. Kids can have fun building dozens of electronic gadgets that explore clean energy concepts, like electric cars, windmills, and hand-generated power. Through hands-on discovery and play, the 125+ projects in the kit emphasize conservation and environmentally-friendly power, such as solar, wind, hydro, and geothermal.

“Educating the next generation on alternative energy and how to conserve our natural resources is crucial. With this award-winning **Snap Circuits®** kit, kids can have fun building the many cool gadgets and projects while learning ways to help our planet,” said Linda Kramer, Vice-President of Marketing at Elenco.

About Elenco: For 50 years, Elenco has provided 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®**. Visit www.elenco.com to learn more.

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