



2018 finalist



BRIC: STRUCTURES

BUILD REAL INNOVATIVE CIRCUITS

Makes learning electronics a snap!



SNAP CIRCUITS® BRIC: STRUCTURES SELECTED AS FINALIST FOR ASTRA'S 2018 BEST TOYS FOR KIDS

Wheeling, Illinois (June 5, 2018) – Elenco's **SNAP CIRCUITS® BRIC: STRUCTURES** has been selected by the American Specialty Toy Retailing Association (ASTRA) as a Finalist for the BEST TOYS FOR KIDS award in the Scientific Play category for 2018.

Eighty-three specialty toys in seventeen categories selected from hundreds of nominations have been named finalist for ASTRA's Best Toys for Kids lists. From this group of finalists, ASTRA member retailers will vote online and at ASTRA's upcoming Marketplace & Academy to select the winning toys that will become "the year's top picks from America's play experts" for the 2018 holiday season.

With **SNAP CIRCUITS® BRIC: STRUCTURES** kids can build working models of towers, bridges, and other structures using Snap Circuits® components and building bricks contained in the set or adding ordinary building bricks found at home. With patent-pending, Bric-2-Snap technology, **SNAP CIRCUITS® BRIC: STRUCTURES** allows future engineers to use their creativity and ingenuity to make endless combinations of construction and circuitry while learning how circuits work. Rather than simply lighting up their creation, kids can learn and understand how to create the circuit that makes their tower light up, their vehicle wheels turn, or an elevator rise.

BRIC: STRUCTURES is appropriate for budding engineers, ages 8+, and includes

- 20 **SNAP CIRCUITS®** component parts
- 75 **Bric-2-Snap** adaptors
- Over 140 fully compatible building bricks
- Full-color, easy-to-read project manual

About Elenco: For over 45 years, Elenco has provided educational/STEM products, along with hobby and test equipment to schools and consumers. Elenco has been family owned and operated since 1972, founded by Gil Cecchin, an electrical engineer. Elenco's pride is the award-winning **SNAP CIRCUITS®** product line, which teaches 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.

For more information, visit www.elenco.com or contact Elenco's Marketing Department at marketing@elenco.com



ELENCO®
Learn by doing.®

The makers of

