



SNAP CIRCUITS®

# BRIC: STRUCTURES

BUILD REAL INNOVATIVE CIRCUITS

Makes learning electronics a snap!



## SNAP CIRCUITS® BRIC: STRUCTURES EARNS ACCOLADE FOR QUALITY AND LASTING VALUE ON ANNUAL BEST TOYS LIST

AMERICAN SPECIALTY TOY RETAILING ASSOCIATION (ASTRA) NAMES SNAP CIRCUITS® BRIC: STRUCTURES TO THE 2018 "BEST TOYS FOR KIDS AWARD" LIST

Wheeling, IL (July 13, 2018) – SNAP CIRCUITS® BRIC: STRUCTURES manufactured by Elenco Electronics, Inc. has been honored with a 2018 Best Toys for Kids award by the American Specialty Toy Retailing Association (ASTRA), Elenco announced today.

The Best Toys for Kids Award list features toys that stretch a child's imagination, toys that invite discovery and exploration, toys that get little ones moving, toys that help kids build creativity, toys that fascinate and delight babies, and even toys that will help preteens unplug from electronic games and rediscover the joy of play.

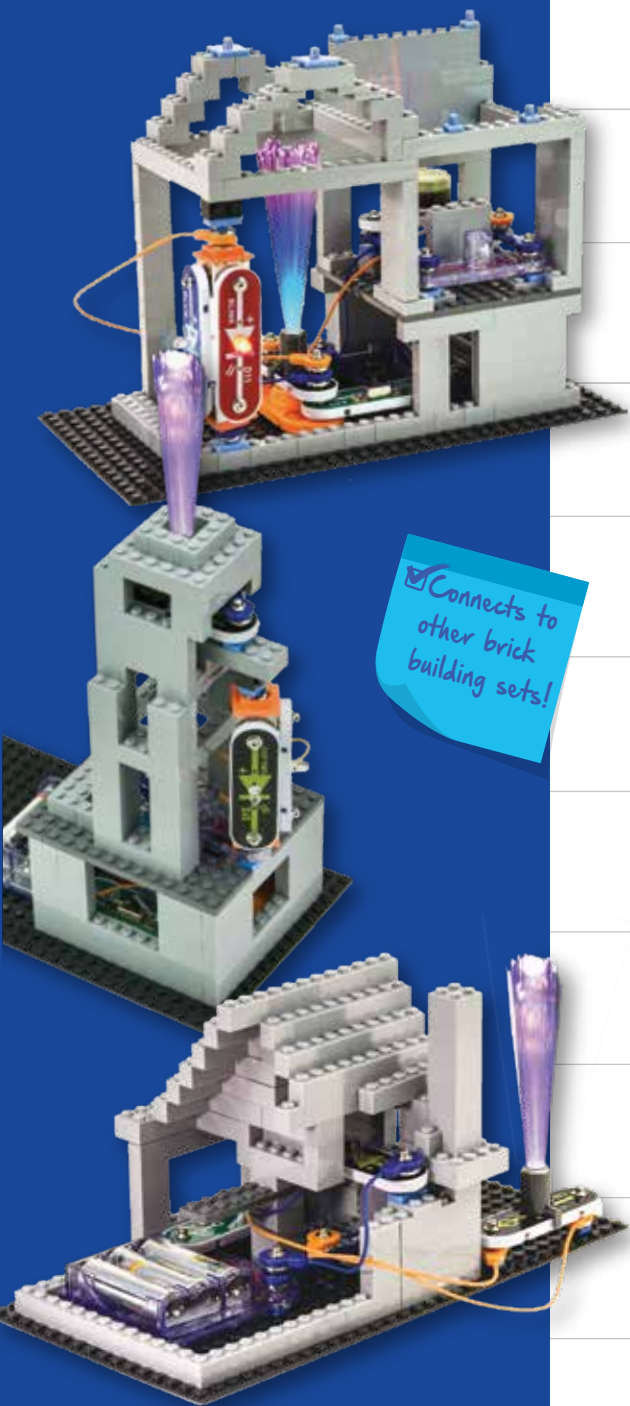
"ASTRA's top picks are fundamentally different from other industry awards. Instead of being financed by toy companies, ASTRA's list is chosen by a community of neighborhood toy store owners around the country who care deeply about quality toys," said Kimberly Mosley, President of ASTRA. "These unsung heroes of play observe kids as they interact in their stores and talk with parents about which toys sustain their child's attention and become beloved additions to their toy box."

**SNAP CIRCUITS® BRIC: STRUCTURES** along with the other winners on the 2018 Best Toys for Kids Award list, go way beyond the pre-programmed, ho-hum play of so many heavily advertised toys and give kids play that truly challenges their imagination, creativity, and other skills," continued Mosley.

Elenco's President Jim Cecchin says that what makes **SNAP CIRCUITS® BRIC: STRUCTURES** unique and different from other building toys is that kids can learn how to create the circuit that makes their tower light up, their vehicle wheels turn, or an elevator rise. "This will be the learning toy that your kids play with over and over again. With BRIC, kids can have fun while learning important concepts and apply that knowledge to create and invent whatever they imagine – and then they can power up their creation and make it go," says Cecchin.

The Best Toys for Kids Finalists will be announced at the Atlanta Gift Mart at AmericasMart Atlanta on July 13. Winners will be posted at [besttoys.astratoy.org](http://besttoys.astratoy.org).



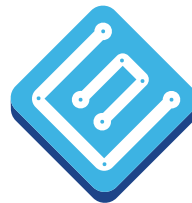


Connects to other brick building sets!

**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.

**About the American Specialty Toy Retailing Association (ASTRA):** Founded in 1992, the American Specialty Toy Retailing Association (ASTRA) is an international not-for-profit trade organization that serves more than 1,800 independent retailers, manufacturers and sales representatives in the specialty toy industry. ASTRA is a community of dedicated professionals committed to providing children with healthy, quality play materials that have high play value and are designed with a focus on what the child can do, rather than what the toy can do. ASTRA members are leaders who, through their businesses, make a positive impact on the economy and culture of the communities they serve. For more information, visit [www.astratoy.org](http://www.astratoy.org).

For more information, visit [www.elenco.com](http://www.elenco.com) or Elenco's Toy Fair press kit. Contact: ELENCO, Linda C. Kramer, 847/353-8522, [lckramer@elenco.com](mailto:lckramer@elenco.com)



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