



ELENCO®

Learn by doing.®

The makers of

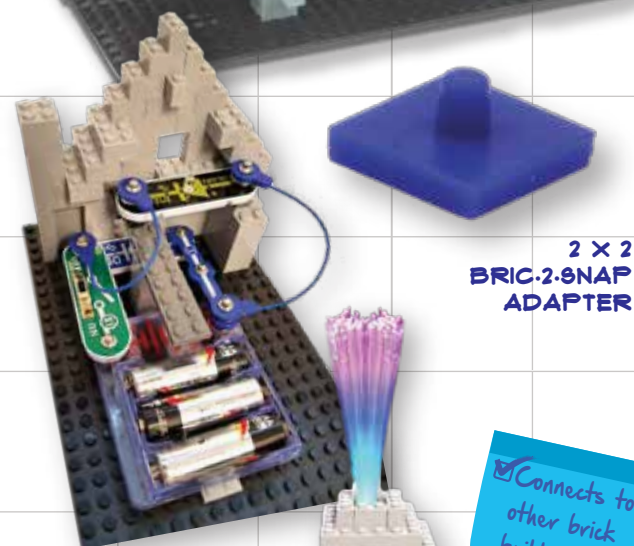


BRIC: STRUCTURES

ENERGIZE YOUR BRICK BUILDING EXPERIENCE

BUILD REAL INNOVATIVE CIRCUITS

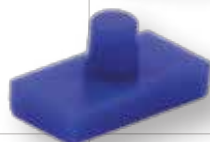
Makes learning electronics a snap!



2 X 2
BRIC-2-SNAP
ADAPTER

Connects to
other brick
building sets!

1 X 1
BRIC-2-SNAP
ADAPTER



1 X 2
BRIC-2-SNAP
ADAPTER

ELENCO TO UNVEIL SNAP CIRCUITS® BRIC: STRUCTURES AT NEW YORK TOY FAIR

Energize your brick-building with new Bric-to-Snap Technology

Wheeling, Illinois (February 13, 2018) – Energize your brick building experience with **SNAP CIRCUITS® BRIC: STRUCTURES!** Kids can use their imaginations to combine SNAP CIRCUITS® with ordinary building bricks and make endless combinations of construction and circuitry. With patent-pending, Bric-2-Snap technology, kids can wire up their brick builds with **SNAP CIRCUITS®** lights, sounds, moving parts, and 3-D circuits to invent almost anything and make it go!

BRIC: STRUCTURES is complete with 20 **SNAP CIRCUITS®** component parts, 75 **Bric-2-Snap** adaptors and over 140 fully compatible building bricks to get the creativity going! Appropriate for budding engineers, ages 8+.

Award-winning **SNAP CIRCUITS®** products teach kids to have fun learning electricity, engineering, circuitry and more. **SNAP CIRCUITS®** features building components with snaps to assemble electronic circuits that function like the printed circuit board found in most electronic products. 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.

Demo Events: New York Toy Fair, **Booth #3063**. Official unveiling: February 17, 11:00 a.m. Additional demos: February 17, 3:00 p.m. and February 18 at 11:00 a.m. / 3:00 p.m.

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 is also the North American partner for world-renowned toy brands including Engino™ Construction, Edu-Toys™, Tree of Knowledge™ Science Kits, OWI™ Robot Kits, Timberkits™ and more.

Visit www.elenco.com or view Elenco's Toy Fair press kit at toyfair.vporoom.com/ELENCO

Media Contact: Linda C. Kramer | 847-353-8522 | lkramer@elenco.com