



Introducing 3Doodler's 3D Build & Play - impactful 3D storytelling and hands-on STEAM learning for ages four and up

The original 3D printing pen, re-imagined for creative development in young children

(New York, NY) June 17, 2020 – 3Doodler®, the creators of the original 3D printing pen, today announce the launch of the first 3D drawing device to be designed specifically for pre-school kids to engage in 3D creative play.

Currently available exclusively through [Amazon.com](https://www.amazon.com) and [the3Doodler.com](https://www.the3doodler.com), 3Doodler's new **3D Build & Play** (<https://3dbuildplay.com/>) allows children as young as four to design their own character-driven worlds, exploring their creativity while building up confidence and fine motor skills. Incredibly easy to use, you simply turn on the cordless 3D Build & Play, insert a colorful strand of material, and the plastic will heat to a safe temperature. Then just crank the handle and create 3D models in seconds!

As 3Doodler's most accessible product yet, with an RRP of just \$29.99, 3D Build & Play comes with a variety of character and accessory molds, as well as playful backdrops to bring creations to life and extend the play possibilities. Budding creatives can create and connect pieces to design characters to play with, such as Jim the Giraffe, and follow his adventures with a themed storybook. [Bonus backgrounds will also be available online and in the 3Doodler App.]

Research has proven that through play, children learn important developmental skills, including the ability to tap into their imaginations. As a kid-powered toy, 3D Build & Play helps children ages 4+ to build creativity, fine motor skills, and more:

"We recognise that innovative play and early tech options that drive creative development remain limited, particularly for children ages 4+," said Daniel Cowen, CEO, 3Doodler. *"With 3D Build & Play, we're giving children the freedom to come up with unique ideas without adhering*

to structure or rules, while at the same time helping them to develop leadership, focus, confidence, and out-of-the-box critical thinking skills.”

Easy to adapt for both right or left-handed users, 3D Build & Play is also completely safe for kids and the environment, using low heat settings, no hot parts, and BPA-free, non-toxic, biodegradable plastic. With 16 color refills and endless play options and combinations, kids aged four and up can now join the 2.5 million people worldwide exploring their creativity with 3Doodler.

A virtual launch event for 3D Build and Play will take place today at 1pm EST as part of 3Doodler’s Learn From Home webinar series, which will be hosted on their [YouTube channel](#). For more details on Learn From Home visit: <https://the3doodler.com/pages/learn-from-home>.

3Doodler’s 3D Build & Play kits RRP is \$29.99 and is on sale now from [Amazon.com](#) and [the3Doodler.com](#)

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Notes for editors

Media enquiries: 3doodler@clarity.pr

Owned by WobbleWorks Inc, 3Doodler is a technology company making creativity tangible through its range of 3D printing pens and accessories. Founded in 2010, the company went on to raise \$3.89 million on Kickstarter to support the production of the world’s first 3D Printing Pens and has since sold two million units worldwide. 3Doodler now makes products for all ages and skill levels of creators whether they’re 3D sketching, tracing shapes from templates or creating architectural models or entirely unique 3D structures. Headquartered in New York, 3Doodler 3D pens and accessories are now available online and in brick-and-mortar retail stores in more than 60 countries. To see the full 3Doodler product range, learn more about the company, download hundreds of free projects or see how the 3Doodler can make an impact in education, go to www.3doodler.com