



ELENCO®

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The makers of



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ELENCO LAUNCHES SNAP CIRCUITS® MyHOME Designed to make learning electricity relevant and fun for kids everywhere!

Wheeling, IL (September 30, 2020) Elenco, maker of the award-winning Snap Circuits® line of educational circuit-building toys, announces the launch of **Snap Circuits® MyHome**. For nearly 20 years, Snap Circuits® has been the "go-to" toy for learning electronics. Now, Snap Circuits® expands its fanbase with MyHome, making electricity relevant, relatable, easy-to-understand, engaging, and FUN for kids everywhere.

With the mindset that "electricity is for everyone", MyHome is designed to inspire and empower kids of all backgrounds and interests to learn about power in their homes. Kids ages 8+ can build a house or city building with real, working, 3-D circuits, just like they use every day. With colorful base grids to spark creativity, kids can make their structures their own, all while learning how electricity works in their home. Learn about security systems, automatic lights, alarms, motors that power appliances, and more! MyHome answers everyday questions like: How does the electric company get power to my home? How does power travel inside my walls? What happens when I turn on a light? What happens when the power goes out?

"Both boys and girls love Snap Circuits® and we are so excited about this new addition to our line. With MyHome, we wanted to reach kids who aren't typically tech-oriented, and show them how electricity applies in their own life and it's easy and fun to learn," says Jim Cecchin, President of Elenco. For long-lasting play value, MyHome includes 25 step-by-step, interchangeable projects, plus kids can design their own structures and circuits and combine with other Snap Circuits® set. Great for home learning and giving kids a break from screens.

About Snap Circuits®: 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.

Also new in Snap Circuits®:

Snap Circuits® Discover Coding: Learn to code! Download the new Snap Circuits® Coding App and control Snap Circuits® projects using a smartphone or tablet. Learn easy graphical coding. Advanced coders can move up to BLOCKLY coding and program their own patterns of lights, sounds, and moving parts. Project manual explains electrical and coding concepts with exciting coding challenges. Over 30 Snap Circuits® parts, including Bluetooth-powered SC Controller. Ages 8+.

Snap Circuits® Green Energy: Have fun learning electronics and alternative energy. Explore clean energy concepts, such as electric cars, windmills, and hand-generated power. Perfect for environmentalists and future engineers ages 8+!

Snap Circuits® Home Learning Electronic Fun: Designed to help families engaged in remote learning this year, this kit introduces kids in home learning environments to basic electronics, circuitry, scientific investigation, and more. Kids can take a break from screens and have fun creating hands-on circuit projects. Includes instruction, projects, activities, quizzes, schedule for reinforcing concepts, and Parent/Instructor Guide for at-home tips for non-teachers.

About Elenco: Family-owned and operated for nearly 50 years, Elenco provides educational/STEM products that follow its Learn By Doing® philosophy, including Snap Circuits® circuit-building toys, Teach Tech® robotic, solar, and coding kits, and WEmake® do-it-yourself kits and tools. Elenco is also the North American partner for world-renowned brands Engino® Construction, Edu-Toys® Science Kits, and now Smartivity Labs.

