FOR IMMEDIATE RELEASE

LITTLE TIKES AND THE ASSOCIATION OF CHILDREN’S MUSEUMS ANNOUNCE COLLABORATION TO BRING HANDS-ON STEM LEARNING TO PRESCHOOLERS THROUGHOUT THE COUNTRY

Pasadena, CA (10/19/18)—The Association of Children’s Museums (ACM) is collaborating with Little Tikes to ignite STEM curiosity through hands-on play at five metro area children’s museums including:

- Scott Family Amazeum (Bentonville, AR): October 20
- Cincinnati Museum Center (Cincinnati, OH): October 20
- Children’s Museum of Houston (Houston, TX): October 20
- Kidspace Children’s Museum (Pasadena, CA): October 21
- Minnesota Children’s Museum (St. Paul, MN): October 27

“Children’s museums are places where children learn through play and exploration—but they’re more than just places to visit. They also provide tools and resources for families to extend their learning beyond their stay,” said ACM Executive Director Laura Huerta Migus. “We’re excited to collaborate with Little Tikes, a brand that shares our core belief that play is learning, to share their hands-on products with families.”

The museum events will introduce families to STEM Jr.™, a new product line from Little Tikes designed to encourage curiosity and STEM-based play for kids ages three to six. Little Tikes ambassadors will be onsite at each museum to engage children in fun, hands-on STEM activities. The Little Tikes STEM Jr. line includes innovative products such as the STEM Jr. Wonder Lab™, Tornado Tower™ and Builder Bot,™ which all inspire the scientist within every kid to explore STEM-based experiments by using common household materials.

Kidspace Chief Executive Officer, Michael Shanklin continued, “The kid-driven environment and learning through play approach at Kidspace Children’s Museum is the perfect match for these STEM-based products. The museum fully supports the idea of families continuing to support a love for science at home.”

“At Little Tikes, we believe in sparking curiosity and encouraging hands-on discovery. With our new STEM Jr. line, we are inspiring an early interest in STEM,” said Isaac Larian, CEO of MGA

(more)
Entertainment, Inc. and Little Tikes. “Every child has what it takes to be a scientist. Our STEM Jr. products are all about developing curiosity in young kids and giving them the confidence, vision and vocabulary to develop their scientific mind — just like children’s museums do every day. We’re proud to collaborate with the Association of Children’s Museums to share these tools with families across the U.S.”

ABOUT KIDSPACE CHILDREN’S MUSEUM
KidSpace Children’s Museum is located at 480 N. Arroyo Blvd., in Brookside Park, Pasadena, CA on 3.5 acres of both indoor and outdoor, interactive environments. The museum features over 40 hands-on exhibits with daily programs and monthly events for children ages 1 to 10. The mission of KidSpace is to nurture the potential of all children through kid-driven experiences, inspiring them to become joyful, active learners. Admission is $14 for adults and children. Free for children under one year. For more information, visit kidscinemuseum.org.

ABOUT STEM JR.™ BY LITTLE TIKES®
Ignite your preschooler's curiosity through hands-on play with STEM Jr.™ by Little Tikes®! There’s a little scientist in every child, so introduce them to the foundational concepts of STEM (Science, Technology, Engineering and Math) in a fun and hands-on way. Designed with the help of teachers and scientists, the line includes the ultimate STEM lab called the Wonder Lab™, a super-cool tornado-maker called Tornado Tower™ and a moving mix and match robot called Builder Bot™. Each toy in the line features multiple highly visual and engaging experiment cards that promote experimentation using common household ingredients and is designed to give preschoolers a head start in early education. Build a love for the magic of science with STEM Jr.™ by Little Tikes®! Visit us at www.littletikes.com.

ABOUT MGA ENTERTAINMENT
MGA Entertainment, Inc., a consumer entertainment products company headquartered in Van Nuys, California, creates innovative proprietary and licensed products including toys and games, dolls, consumer electronics, home décor, stationery and sporting goods. The MGA family includes award-winning brands such as L.O.L. Surprise!®, Little Tikes®, Num Noms®, Project Mc2®, Crate Creatures Surprise!™, Poopsie Slime Surprise!® and Zapf Creation®. Visit us at www.mgae.com.

ABOUT ASSOCIATION OF CHILDREN’S MUSEUMS (ACM)
The Association of Children's Museums (ACM) champions children's museums worldwide. With more than 400 members in 48 states and 20 countries, ACM leverages the collective knowledge of children's museums through convening, sharing, and dissemination. Learn more at www.childrensmuseums.org.

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