

## Spin Master and Rube Goldberg Partner for Innovative Toy Line

Hilarious invention toys combine STEM learning with fun and creativity

TORONTO, Jan. 12, 2017 /CNW/ - Spin Master Corp. (TSX:TOY), a leading children's entertainment company, and Rube Goldberg, Inc., are teaming up to combine STEM (science, technology, engineering and math) learning, fun and creativity in a new line of Rube Goldberg activity sets under the Wonderology Science Brand that will be available exclusively at Target beginning January 8, 2017. This wacky and whimsical new line of modular toys can be combined to create hilarious inventions that really work. The licensing partnership and retail program were brokered by Rube Goldberg's exclusive licensing agency, Brand Central LLC.



Inspired by the Pulitzer Prize-winning cartoonist best known for his zany invention cartoons, Rube Goldberg, Inc. (RGI) is a nonprofit organization dedicated to promoting STEM and STEAM (science, technology, engineering, arts and math) education for students of all ages. Every year, classrooms around the world celebrate Rube Goldberg by bringing his cartoons to life through complicated contraptions that perform a simple task. With Rube Goldberg activity sets, kids can now design, build and create these unique inventions at home, where they will discover STEAM-based principles such as gravity, simple machines, physics, chain reactions and more.

"Toys that focus on science, technology, engineering, arts and math are increasingly in demand," said Ben Gadbois, Global President and Chief Operating Officer, Spin Master Ltd. "Parents want to buy toys that promote learning, and kids want toys that are fun. The new line of Rube Goldberg sets are designed where innovation and entertainment meet education in a way that both parents and kids will love."

"Nine times out of ten, when people think of Rube Goldberg and toys, they reference MouseTrap, a game that all of us played in our youth and now our children and their kids love to play," said Jennifer George, RGI Legacy Director and Rube Goldberg's granddaughter. "Most of us really only remember building the wacky center of the game—the mousetrap—and forget it was actually a board game. This new line of toys is like that centerpiece: fun to construct, rebuild, rejigger, and ultimately create a chain reaction that is worthy of its namesake. The creative team at Spin Master has been fantastic to work with; I couldn't be more thrilled with our partnership and this new line of Rube Goldberg toys."

The initial launch of the Target-exclusive Rube Goldberg line will include eight modular activity sets, priced from \$9.99 to \$29.99, that can be collected and connected to each other in various ways. With each additional set, the contraption gets larger, zanier, and more convoluted, challenging kids to draw on a wide range of essential real-world skills to complete the device. There are virtually limitless possibilities for kids to combine and create their own designs. "These are the toys that childhood memories are built on," added George.

### About Spin Master

Spin Master is a leading global children's entertainment company that creates, designs, manufactures and markets a diversified portfolio of innovative toys, games, products and entertainment properties. Spin Master is best known for award-winning brands including Zoomer™ Dino, Bakugan™ Battle Brawlers™, Air Hogs®, and 2016 Toys of The Year Bunchems!™ and Meccanoid™ G15. Since 2005, Spin Master has received 82 Toy Industry Association Toy of the Year (TOTY) nominations with 18 wins across a variety of product categories. Spin Master has been recognized with 13 TOTY nominations for Innovative Toy of the Year, more than any of its competitors. Spin Master is among a limited number of companies that not only develop and produce global entertainment properties, characters and content but also monetize that content through the creation, sale and licensing of products. To date, Spin Master has produced six television series, including 2007 hit series "Bakugan Battle Brawlers" and its

current hit "PAW Patrol," which is broadcast in over 160 countries and territories globally. Spin Master employs over 1,000 people globally with offices in Canada, United States, Mexico, France, Italy, United Kingdom, Slovakia, Czech Republic, Germany, Sweden, the Netherlands, China, Hong Kong, Japan and Australia. [www.spinmaster.com](http://www.spinmaster.com)

#### **About Rube Goldberg**

**Rube Goldberg (1883–1970)** was a Pulitzer Prize–winning cartoonist best known for his zany invention cartoons. Rube Goldberg is the only person ever to be listed in the *Merriam-Webster Dictionary* as an adjective, and it's estimated that he drew a staggering 50,000 cartoons in his lifetime. Rube Goldberg, Inc., is dedicated to keeping laughter and invention alive through the legacy of its namesake. Annual competitions, image licensing, merchandising, and museum and entertainment opportunities continue to grow and enhance the brand. At the helm is Rube's granddaughter, Jennifer George, whose best-selling book on her grandfather, "The Art of Rube Goldberg," is now in its fourth printing. [www.rubegoldberg.com](http://www.rubegoldberg.com)

#### **About Brand Central LLC**

Brand Central LLC is a premier global brand consultancy that provides comprehensive business solutions in the areas of brand extensions, manufacturer representation, and brand creation to some of the world's most recognized brands. Their mission is to help clients unlock the full potential of their brands to enhance value while generating substantial revenue. For additional information, please contact Ross Misher at 310.268.1231 or visit [www.brandcentralgroup.com](http://www.brandcentralgroup.com).

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