

Ryerson University partners with Spin Master and OCAD University to launch first toy invention program in Canada

TORONTO, April 3, 2019 /CNW/ - Ryerson University's Faculty of Communication and Design (FCAD), The G. Raymond Chang School of Continuing Education and Spin Master Corp. (TSX: TOY) have partnered to create a new [Course Series in Toy Invention](#) that focuses on entrepreneurship in the toy industry and provides key perspectives on what it takes to bring great ideas and inventions to market. This one-year program will begin in September 2019, and will be offered through The Chang School in collaboration with FCAD, Spin Master and OCAD University.

"The combination of human creativity, new technologies and entrepreneurial acumen is not just a winning combination for the future of Canada's toy industry, it's at the heart of FCAD," said Charles Falzon, dean of FCAD. "We're delighted to lead this program with world-class partners, and to offer learners highly applied knowledge, mentorship and the cutting-edge tools of our Creative Technology Lab -- the only robotic, prototyping and interaction design facility of its kind on any campus in Canada."

The program will be housed in FCAD, offered through The Chang School, and supported by both Spin Master, a leading global children's entertainment company with headquarters in Toronto, and OCAD University, the largest and most comprehensive art, design and media university in Canada.

"The Chang School is thrilled to partner with FCAD, in collaboration with Spin Master, to boost innovation in the field of toy invention," said Dr. Marie Bountrogianni, dean of The Chang School. "By cultivating Ryerson University's strong entrepreneurial spirit, this course series will help inspire the enjoyment of toys, games and interactive experiences for generations to come."

"This collaboration brings elements of OCAD U's exceptional design curriculum to a unique and exciting new program," said Sara Diamond, president and vice-chancellor, OCAD University. "It demonstrates how universities can partner with industry to create new opportunities for students, and the specialized talent that employers are looking for."

The program is the first continuing education program in Canada to teach the creative and business processes of toy invention, including inventive thinking, concept creation, prototyping and marketing of toys, games and interactive experiences, and it also provides knowledge and insight into the toy industry. The Toy Invention Program started in Israel, offered through Shenkar College of Engineering, Design and Art at the Department of Continuing Education. This new program at Ryerson was developed in collaboration with Shenkar College and will connect learners to a global community of inventors, designers and companies, including Spin Master.

Through Ryerson FCAD, students will have access to cutting-edge fabrication and prototyping technologies, including robotics, 3D printers, milling and cutting machines, and full plastics and textiles labs. Students will also have access to expert mentors in all aspects of invention, design and marketing from Spin Master, OCAD and Ryerson.

"Partnering with toy inventors has been an essential component of Spin Master's ability to innovate and capture the minds and hearts of children globally," said Ronnen Harary, Co-Founder, Chairman and Co-CEO of Spin Master. "So many wonderful toy lines, like Air Hogs and Bakugan, have come to fruition as a result of our collaboration with toy inventors. We're thrilled to partner with two leading Canadian academic institutions to further enable and grow the toy inventor community."

Spin Master (TSX: TOY; www.spinmaster.com) is a leading global children's entertainment company that creates, designs, manufactures, licenses and markets a diversified portfolio of innovative toys, games, products and entertainment properties. Spin Master is best known for award-winning brands including Zoomer®, Bakugan®, Erector® by Meccano®, Hatchimals®, Air Hogs® and PAW Patrol®. Since 2000, Spin Master has received 103 Toy of the Year (TOTY) nominations with 30 wins across a variety of product categories, including 13 TOTY nominations for Innovative Toy of the Year. To date, Spin Master has produced eight television series, including the recently re-launched Bakugan Battle Planet and current hit PAW Patrol, which is broadcast in over 160 countries and territories globally. Spin Master has 28 offices and employs over 1,700 people globally in Canada, United States, Mexico, France, Italy, United Kingdom, Russia, Slovakia, Poland, Germany, Sweden, the Netherlands, China, Hong Kong, Japan, Vietnam, and Australia.

Ryerson University is Canada's leader in innovative, career-oriented education. Urban, culturally diverse and inclusive, it is home to more than 45,300 students, including 2,600 Master's and PhD students, 3,800 faculty and staff, and nearly 198,000 alumni worldwide.

[Shenkar College of Engineering, Design and Art](#) is a top-ranked public academy in Israel. It enjoys high acclaim among international academic and professional circles for the quality of its graduates and for the innovations that emerge from its laboratories.

[OCAD University](#) is Canada's university of the imagination. Founded in 1876, the university is dedicated to art, design, and

digital media education, practice, and research, and to knowledge and invention across a wide range of disciplines.

SOURCE Spin Master

For further information: MEDIA INQUIRIES: Dasha Pasiy, Media Relations Officer, Tel: 416.979.5000 x 2126, dasha1.pasiy@ryerson.ca; Tammy Smitham, VP Communications and CSR Spin Master, mediarelations@spinmaster.com

<https://spinmaster.mediaroom.com/2019-04-03-Ryerson-University-partners-with-Spin-Master-and-OCAD-University-to-launch-first-toy-invention-program-in-Canada>