

TORONTO, Dec. 8, 2021 /CNW/ - Spin Master Corp. (TSX: TOY) (www.spinmaster.com), a leading global children's entertainment company, is launching a STEAM-inspired initiative giving children and families hands-on learning activities that replicate the art and science of toy-making. Available at Future-of-Play.SpinMaster.com, these DIY activities take a look behind the curtain, showing kids how their favorite toys are made with simple, playful, hands-on STEAM experiences designed to inspire a future generation of play.



"At Spin Master, we are passionate about helping children grow and learn through play," said Tammy Smitham, Spin Master's VP Communications and Corporate Citizenship. "Our Future of Play website was created to give kids playful ways to experience the science, technology, engineering, arts and mathematics behind the toys they love, and perhaps inspire the next generation of toy inventors, designers and engineers."

Activities include:

- "As part of the toy development team, we pour so much love into developing and designing magical play experiences for kids everyday," said Vanessa Raponi, Product Development Engineer, Spin Master. "These activities, designed by our own engineers and interns, translate what might seem like complex principles into simple and fun DIY learning at home."

About Spin Master

Spin Master Corp. (TSX:TOY) is a leading global children's entertainment company creating exceptional play experiences through a diverse portfolio of innovative toys, entertainment franchises and digital games. Spin Master is best known for award-winning brands PAW Patrol®, Bakugan®, Kinetic Sand®, Air Hogs®, Hatchimals®, Rubik's Cube® and GUND®, and is the toy licensee for other popular properties. Spin Master Entertainment creates and produces compelling multiplatform content, stories and endearing characters through its in-house studio and partnerships with outside creators, including the preschool success *PAW Patrol* and nine other original shows along with multiple short-form series, which are distributed in more than 190 countries. The Company has an established digital games presence anchored by the Toca Boca® and Sago Mini® brands. With close to 2,000 employees in 28 offices globally, Spin Master distributes products in more than 100 countries. For more information visit spinmaster.com or follow on Instagram, Facebook and Twitter @spinmaster.

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For further information: Media Contact: Tammy Smitham, VP Communications and Corporate Citizenship,
mediarelations@spinmaster.com

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