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FOR IMMEDIATE RELEASE

**THE MAKER OF MAGNA-TILES® RAISES AWARENESS FOR NATIONAL
S.T.E.M. DAY ON NOVEMBER 8, 2018**

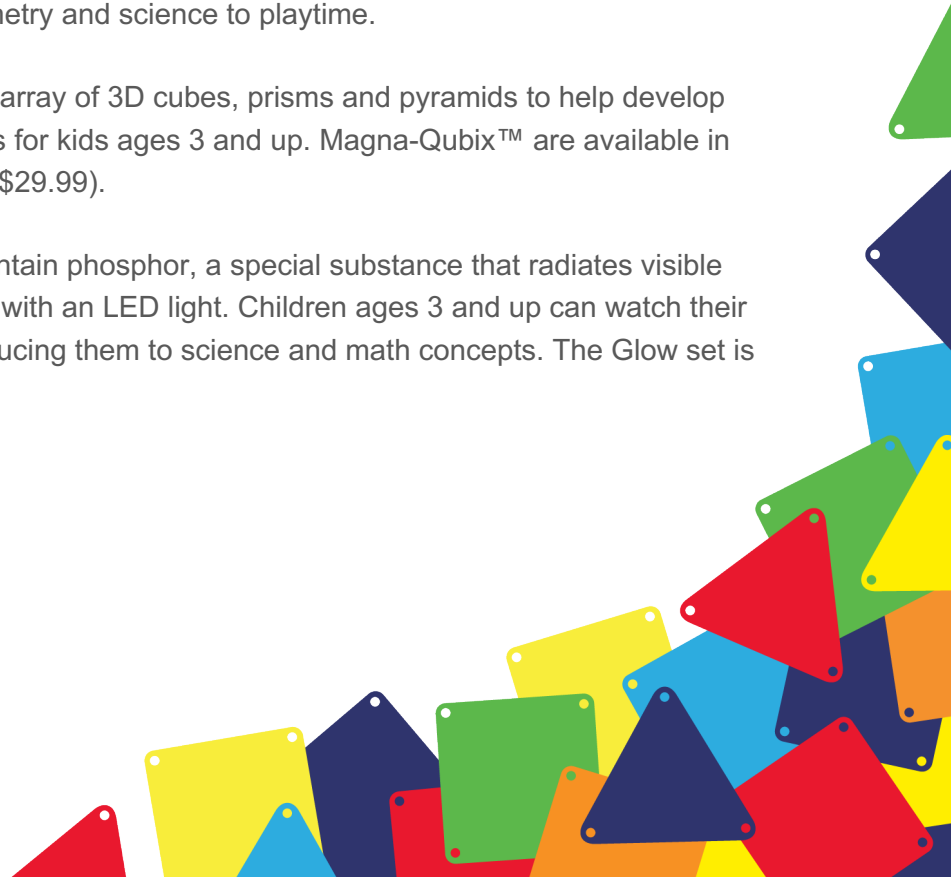
*New Magnetic Building Sets Introduce the Fundamentals of Geometry & Science
Through Imaginative Free Play*

October 25, 2018 (Romeoville, IL) – Valtech, the maker of Magna-Tiles® magnetic building sets, is raising awareness for National S.T.E.M Day on November 8, 2018 by featuring lesson plans for educators and activities for parents to use at home on their website. You can find all lesson plans and activities at: www.magnatiles.com/category/lesson-plans/

S.T.E.M Day was created to inspire kids to explore and pursue science, technology, engineering and math. All Magna-Tiles® sets are designed to introduce kids to math and science through imaginative play but two new products, Magna-Qubix™ and the Magna-Tiles® Glow Set, incorporate S.T.E.M by bringing geometry and science to playtime.

The **Magna-Qubix™ sets** feature an array of 3D cubes, prisms and pyramids to help develop math, science, spatial and tactile skills for kids ages 3 and up. Magna-Qubix™ are available in 19-piece (\$19.99) and 29-piece sets (\$29.99).

The **Magna-Tiles® Glow Set** tiles contain phosphor, a special substance that radiates visible light in the dark after being energized with an LED light. Children ages 3 and up can watch their creations illuminate in the dark, introducing them to science and math concepts. The Glow set is available in a 16-piece set (\$29.99).





A recent Illinois Board of Education report cited that only 24% of kindergarten students were fully prepared in three key areas; social and emotional development, reading and language skills, and math skills. “Even though S.T.E.M. was introduced in the U.S. over 15 years ago, we still have a long way to go in ensuring that children have a solid foundation for their science and math education,” said Magna-Tiles® Vice President of Marketing and Product Development Michael Valenta. “We think it’s a great opportunity to use toys like Magna-Tiles® to expose children to math and science through creative free play at any stage in their development, especially before they reach kindergarten.”

For more information, high res-images, product samples or to set up an interview, please contact Amelia Dellos at magnatiles@teamodea.com.

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ABOUT MAGNA-TILES®

The Magna-Tiles® brand family is the original, premium, award-winning magnetic building set in the market providing safe imaginative play that makes math and science fun and engaging for children of all ages. For more than 20 years, Magna-Tiles® has exceeded parents’ expectations for safety, durability, and is a toy that children will want to play with when other toys in their toy box have long since been forgotten.

Find us at www.magnatiles.com and on Facebook, Twitter, Pinterest and Instagram at @MagnaTiles.

