For Immediate Release

The Learning Journey International wins Tillywig 2016 Brain Child honors with Toys, Games and Puzzles

(Phoenix, AZ – May 3, 2016) Tillywig Toy and Media Awards has awarded The Learning Journey International with three “Brain Child” honors for 2016. The prestigious Brain Child category consists of “Exciting products that energizes the mind while seamlessly blending fun and learning” – no easy task to accomplish. This year’s honorees include the Techno Gears Marble Mania Crankster, My First Sing Along Puzzle Itsy Bitsy Spider and Trilingual Match It! First Words.

To be selected as a Tillywig award winner, a product submitted must be determined by their testing team to have high entertainment and/or educational value. When assessing these values, many factors are focused and evaluated, including: ease of first use, replay value, quality appearance, social interaction and fun factor, creativity, and thought processes and motor skills development.

During the evaluation process, the products are used by a number of testers in an observed focus group format. When making final evaluations of any product, comments from observers are integrated with feedback from testers. The variety of testers and observers come from all walks of life and a broad range of ages.

And the 2016 Tillywig Brain Child Winners are:

Techno Gears Marble Mania - Crankster

“The building kids do with this kit is, in and of itself, a marvelously fun activity, but when the play value of the finished marble and gear run is taken into account, the fun factor goes through the roof. The variety of shapes, sizes, and connectors fitted together during the construction process make for an intellectually stimulating experience that requires careful attention. The looks of excited anticipation on kids’ faces as the structure takes shape are replaced by ones of joyful satisfaction once the marble run is ready for action. A marble released at the top of the multi-level run rolls, drops, takes numerous turns, and passes through stepwheels powered by the marble’s own weight. Upon reaching the bottom, the marble is scooped up by one of several buckets on a chain pulley system powered by a hand crank and carried to the top where it shoots onto the ramp for another trip
through the run. The Crankster set includes over 100 pieces and requires roughly 1-2 hours of construction for completion.”

My First Sing Along Puzzle - Itsy Bitsy Spider

“Kids smile, play, and learn with this 24-inch by 18-inch puzzle whose bold, cheerful illustrations include the Itsy Bitsy Spider by the water spout amidst a colorful garden scene. Once the 12 large pieces have been assembled into a whole, the puzzle transforms into a sing-along playtime. A circular sound module (included) nestles perfectly in a space in the upper left corner of the puzzle where the lyrics to the Itsy Bitsy Spider are on display. A touch of the module’s button causes the song’s melody to play, inviting children to sing along with one of their favorite nursery songs while admiring their handiwork. The puzzle’s integration of auditory/musical, tactile, visual, and motor skill elements engages kids at a very high level, producing a seamless flow of stimulating fun, exploration, and learning.”

Match It! - Trilingual First Words

“This set of 30 different two-card puzzles is a fantastic educational tool for introducing young children to first words in three different languages. Each puzzle consists of two pieces, one of which is a colorful illustration of an object. The second piece displays the name of that object in English, Spanish, and French and is cut to fit perfectly with the first. At the outset, all 60 pieces are randomly laid out, a visual cornucopia of familiar objects and associated words. Children find the process of matching them up in pairs to be both fun and gratifying, in part because no two puzzle cuts are the same. If a child attempts to pair a word with the wrong object, it quickly becomes evident that the two pieces do not fit, prompting him or her to continue the search for the correct match. As more pieces are paired, the remaining pool becomes smaller, and the child's sense of excitement and mastery grows by leaps and bounds.”
The Learning Journey International is a manufacturer and distributor of an exclusive line of award-winning children’s interactive educational products. Our products inspire learning, creativity and discovery as they enhance each child’s potential. All products build on the skills necessary for children to be ready for school as they prepare to become our leaders of tomorrow.

To learn more about The Learning Journey, please visit us online at www.tlji.com or contact us toll free at 877-839-3969. Interact with us on Facebook, Twitter, Instagram and Pinterest!

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