



TOY JUDGES HAVE BEEN “BIZY” BESTOWING KUDOS TO MAGSTIX SENSORY MAGNETIC BUILDING SET

*BizyBeez Struck Oppenheim Gold, Oppenheim SNAP, Tillywig,
Creative Child and Toy Insider Recognition This Year*

Kaysville, UT (August 13, 2019) – With so much focus on technology, isn't it nice when kids get to play with lo-tech toys like construction sets? **MagStix Sensory Magnetic Toys Building Set** (\$79.99) caught the eye of several toy industry judges for its hands-on fun. With 41 pieces, creativity and imagination are the only rules. Kids get to manipulate various shaped objects, big and small, as well as use their developing fine motor skills to “click” the pieces into place.



More impressive, there are “no right and wrong ways to use this building toy,” begins the winning review of the *Oppenheim Toy Portfolio's SNAP Award*, one of several honors bestowed on parent company BizyBeez this season. Oppenheim gave a second rare honor with its Gold seal, given to outstanding new products that enhance the lives of children.

“A versatile 41-piece magnetic construction set with a base, 8 curved rods, 16 straight rods, 8 balls, 4 half balls, and four wheeled pieces that can turn constructions into working vehicles. Since all the pieces are magnetic, there is a lot of hands-on learning about the opposite and same poles and how they attract or repel each other. There are sample constructions, but really this is an open-ended building set that can be used to invent games and inventions for the creative hands and minds of children and their caregivers. The storage box is sturdy, but it also includes a drawstring bag for storing these colorful building pieces. An engaging STEM toy that children will use in ever more complex

ways as they go from early preschool and beyond.”

-- 2019 Oppenheim Toy Portfolio Gold Award

“No right and wrong ways to use this building toy. The magnets make connections, so this builds on success by helping kids who find connecting pegged building pieces too difficult. You can use these materials to sort by color and shape. Use color words, position words and counting to reinforce those concepts as children are playing with the concrete items in their hands.”

-- 2019 Oppenheim Toy Portfolio SNAP (Special Needs Adaptable Product) Award

Creative Child Magazine played with the magnetic pieces and awarded MagStix its 2019 *Toy of the Year Award* in the magnetic builder construction toy category. The awards piled higher with news from *Tillywig Toy & Media*. The Tillywig judges gave its *Brain Child* seal of approval with a shout out to the set's 10" x 10" baseboard.



“This fabulous magnetic building and construction toy provides youngsters with an endless variety of fun and educational play experiences. The set's 41 colorful pieces have strong visual and tactile appeal coupled with a high level of versatility that inspires kids to perpetually experiment and explore. The ease with which the set's straight and curved magnetic sticks connect strongly to one another and to the set's metallic balls allows 2D and

3D structures to swiftly take shape. Four 2-wheeled pieces result in the creation of a colorful assortment of cool-looking, smooth-rolling vehicles. Another wonderful inclusion is the set's playboard, an attractive 10 in. x 10 in. surface that functions as a base-with-handles on which to build, making for incredible play experiences at home and on the go. MagStix also inspires an immense amount of pretend play since the objects kids create fuel countless stories and playacting scenarios, generating tremendous play value from one outstanding toy! MagStix is equally well-suited to solo play or interactive group fun and helps promote logical thinking, problem solving, creativity, improved focus, motor skills development and much more!"-- *2019 Tillywig Brain Child Award Winner*



The Toy Insider spotlighted BizyBeez 41-piece set in its *2019 Spring & Summer Gift Guide* for preschoolers. This section is reserved for toys that encourage imaginative and creative activities with role-playing and pretend play. To make the list, they need to provide opportunities for active play, get kids to exercise, and capture their spirit of adventure!

"MagStix is a magnetic building and construction toy designed to support both interactive and independent play. It features a large size to aid fine motor skill development, a satisfying "click" when they connect, and special textures for sensory stimulation for those with special needs."-- *2019 The Toy Insider Spring & Summer Gift Guide*

The multi-award-winning set now boasts 10 nationally recognized honors with more expected. Beyond entertaining children and boosting their engineering skills, good deeds come with every purchase. MagStix proudly gives back 20% of the net profit from each order to a charity that supports special-needs children or humanitarian efforts around the globe.



MagStix are currently available for purchase in the United States. They have been safety tested to meet European standards and plans are being considered for expansion into Europe later this year.

MagStix Sensory Magnetic Toys Building Set • \$79.99 • Ages 3+

- 2019 Oppenheim Toy Portfolio Gold Award*
- 2019 Oppenheim SNAP (Special Needs Adaptable Product) Award*
- 2019 Creative Child Toy Of The Year*
- 2019 Tillywig Brain Child Award*
- 2019 The Toy Insider Spring & Summer Gift Guide*

- 2018 Parents' Choice Recommended*
- 2018 Dr. Toy's Best Picks Award*
- 2018 Memphis Parent Toy Guide*
- Special Needs Resource Foundation of San Diego*
- Cincinnati Family Magazine Top Editor Pick*



Looking for a sensory toy that will engage your child while fostering cognitive development? The BizyBeez MagStix 41-Piece set features magnetized sticks and colorful metal balls that can be combined in an endless variety of ways with a simple click. MagStix Jumbo size makes them easy to grip and provide a proprioceptive input that is pleasing to both spectrum and sensory kids.

Join their mailing list and read their blog at <https://bizybeez.com/> or follow them on Facebook and Instagram for what's next for the busy bees in your house.

About BizyBeez

BizyBeez was founded by homeschool parents of six children, Wade and Catherine Reed, as a project to train them in a real-world business experience. As a family, they sat down together and worked on the mission, vision, and values of the company. Together they selected a product category... magnetic toys. MagStix evolved from that meeting. The company has a mission of bringing more peace and joy into millions of homes across the globe by connecting parents with kids in fun engaging ways. Watch, shop or learn more at <https://bizybeez.com/>.