



WFOR IMMEDIATE RELEASE

CONTACT: Nicole Centinaro
Coyne Public Relations
973-588-2049
ncentinaro@coynepr.com

littleBits *Star Wars* Droid Inventor Kit Named to TTPM Most Wanted List

Annual List Predicts Must-Have Toys of the Holiday Season

New York, September 26, 2017 - Today littleBits announced its [Droid Inventor Kit](#) was named to the annual TTPM Most Wanted holiday list. Independently tested and curated by TTPM, the leading review site for toys, tots, pets and more, the Most Wanted List identifies key holiday trends and the most in-demand toys and kids' lifestyle products for the holidays.

"We are extremely honored that our Droid Inventor Kit was included on the TTPM Most Wanted List of the hottest toys for the holiday season," said Ayah Bdeir, founder and CEO of littleBits. "We love that we are able to help children bring the iconic R2 Unit to life with our new gender-inclusive kit, while also developing their imagination and STEM/STEAM skills. Its inclusion on the Most Wanted list is true validation of our hard work."

"I anticipate that the littleBits Droid Inventor Kit will be one of the hottest Star Wars toys of the holiday season," said Jim Silver, CEO/editor-in-chief for TTPM. "This kit embodies a great STEAM toy that combines construction, coding and creativity as children complete the missions in the app to create a Droid that is completely personalized to their interests."

With invention at its core, the award-winning Droid Inventor Kit fosters creativity and problem-solving skills. In-app challenges encourage kids to reconfigure the littleBits technology in new and unique ways, in combination with household items, so they can create their own custom Droids such as a delivery Droid, a room guardian, and more.

The Droid Inventor Kit includes all the components needed for kids to create their very own Droid. A free app ([iOS](#) and [Android](#)) completes the experience, providing step-by-step instructions and how-to videos.

- The app guides kids as they put together their Droid and control it in Drive Mode, Self-Nav, Force Mode, and more, making it the ultimate galactic sidekick.
- After mastering their Droid Inventor skills, kids continue on to challenges that spark creativity and inspire them to create unique new Droids.
- Each littleBits electronic block has a different function such as a power, motor, or sensor, which kids can use with their Droid in new and exciting ways.
- Included stickers and in-app missions encourage kids to customize their Droid using crafts or household objects, giving their Droid its own special personality.
- Kids will take pride in creating any Droid they imagine, and parents will love the endless play opportunities.

The littleBits Droid Inventor Kit is designed for children eight and up and retails for \$99.95. It is available at Walmart stores nationwide, Amazon, Apple Store, Disney Store, and littleBits.com. Additional information can be found at <http://littleBits.cc/>.

About littleBits

littleBits empowers kids around the world to become inventors. Founded in 2011 by Ayah Bdeir, its innovative platform of easy-to-use electronic blocks allows anyone to create and prototype with electronics, independent of age, gender or technical ability. As the leader in STEAM (Science, Technology, Engineering, Art and Mathematics) learning, littleBits believes in creating the conditions of invention by creating products that encourage self-directed exploration and problem solving; support grit and tenacity; and create a safe place to experience both failure and accomplishment. The company is dedicated to successfully bridging the gender gap with its gender-neutral platform, attracting an industry high thirty five percent of young girls to invent with littleBits. By embracing STEAM, both girls and boys can invent solutions to the problems that matter to them. The company's products have won over 150 industry awards in the toy and education industries. littleBits is headquartered in New York. For more information and inspiration, go to www.littleBits.cc.

About TTPM

[TTPM](#)® is a leading product review site and retail portal for toys, tots, pets and more. With more than 10 million monthly views of its comprehensive video reviews, TTPM is the number one resource for consumers seeking to find and easily buy the best toys, baby gear, pet toys, kids electronics, and sporting goods for their families. The site's expert team creates more than 5,000 independent reviews annually, each featuring the TTPM Price Check, which lists live price comparisons and one click purchasing from major retailers. For mobile users, the free TTPM app delivers the site's full reviews as well as its proprietary price comparison tool. The [TTPM app](#) is the #1 rated app in Apple App in its category.