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littleBits *Star Wars* Droid Inventor Kit Selected as Top Holiday Toy by The Toy Insider™

Kids Can Create Their Own Droid™ While Exploring STEM

New York, September 20, 2017 - Today littleBits announced its [Droid Inventor Kit](#) was recognized as a hot holiday toy by The Toy Insider™, being named to its STEM 10 list of the top toys that inspire and engage kids about STEM/STEAM. Combined with creativity and problem-solving, these skills are essential to preparing the next generation for careers that haven't even been invented yet.

"It's truly an honor that The Toy Insider considers our littleBits Droid Inventor Kit to be one of the top STEM toys of 2017," said Ayah Bdeir, founder and CEO of littleBits. "We are very proud of our gender-inclusive kit, which allows users to bring the iconic R2 Unit to life while challenging them to solve problems, come up with new ideas and engineer innovative new Droids, right out of the box."

With invention at its core, the 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 combines the fun of Star Wars with key STEM concepts," said Laurie Schacht, Toy Insider Mom. "It will be an instant hit with kids, allowing them to create their own unique Droid that they can truly be proud of and play with well past the holiday season."

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 The Toy Insider

The Toy Insider is the go-to source for product information about children's toys, tech and entertainment. It publishes two annual gift guides—one for summer and one for holiday—and is a trusted online resource for parents all year long. Its content is produced by an editorial team with more than 75 years of combined experience covering the children's products industry. *The Toy Insider* is published by Adventure Publishing Group, publisher of leading trade publications *The Toy Book*, *The Toy Report*, *The Licensing Book* and *Total Licensing Report*. For more information, visit thetoyinsider.com.