

FOR IMMEDIATE RELEASE

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Build a bird with moveable wings using *ÜberStix*

BELOIT, Wis.—A bird with moveable wings is among the new items Patch Products is adding to its popular *ÜberStix*™ brand.

The *ÜberBird*™ is part of the *ÜberStix* Animal Kingdom Series™ and is a perfect example of why the *ÜberStix* build system is so special. The *ÜberBird* inspires creativity while developing kids' spatial and problem-solving skills and mechanical intuition. The *ÜberBird* is built with articulate moveable parts that allow the bird's wings to flap. As cool as that sounds, it also teaches youngsters about the workings of moveable joints, and when it's appropriate to engineer a creation with moveable, as opposed to non-moveable, connections. Kids can build a host of other models with these kits as well, including a MiniPult that launches small objects.



The *ÜberBird* is also perfect for both genders. While *ÜberStix* mostly appeal to boys far more than girls, Dane Scarborough, the inventor of *ÜberStix*, notes that girls have taken a high interest in the *ÜberStix* Animal Kingdom Series. With girls comprising less than 5 percent of the overall construction toy market, it's impressive that the *ÜberBird* can draw the attention of girls.

Children love how realistic and fun these animal toys are! Other kits in the Animal Kingdom Series include *ÜberFrog*™, *ÜberDragon*™, *ÜberBat*™ and *ÜberCrab*™. The recommended age for the *ÜberBird* is 8 & up.

Patch Products is the exclusive distributor in the United States for the entire *Überstix* line of interactive construction toys. *Überstix* award-winning construction kits are engineered to work independently and integrate with all other major build systems, including *Lego*®, *K'nex*®, *Zoob*®, *Zome*® and even *Tinkertoy*®, as well as with recyclable materials. *Überstix* inspires creativity while teaching kids basic to advanced concepts in geometry, math, engineering and physics, and stands out as the first toy to reward kids for recycling. For details, visit www.uberstix.com.

Patch Products, headquartered in Beloit, Wis., is a leading manufacturer and marketer of family entertainment products. Games, puzzles, activity kits, collegiate-licensed foam sports toys and classroom teaching tools are the core product lines. Top-selling brands include *Buzzword*®, *What's Yours Like?*®, *Toss Up!*®, *Swap!*®, *Smethport*™, *Lauri*®, *Tall-Stacker*™ and *Wooly Willy*®. For more information, visit www.patchproducts.com.

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