



## News Release

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FOR IMMEDIATE RELEASE

### **International Toy Company K'NEX Brands Donates 100 Building Sets To The Bucks County Children's Museum**

**New Hope, PA, April 17<sup>th</sup>, 2011:** K'NEX Brands is helping build Bucks County's first children's museum, piece by piece. Scheduled to open in the fall of 2011, The Bucks County Children's Museum received a donation of 100 building sets filled with 3000 colorful plastic pieces from the Hatfield, PA-based K'NEX Brands, the US construction toy company focused on Building Worlds Kids Love™. The KID K'NEX Building Zone Buddies and Race Track Buddies sets will be featured in the museum's math and science based Factory Works Exhibit. An estimated 25,000 annual visitors to the museum will be able to design and assemble a one-of-a-kind Factory Works K'NEX vehicle and race their creations on a test track.

The Bucks County Children's Museum is delighted to receive such wonderful support from an internationally known and locally-based company. "We are thrilled to feature K'NEX in our Factory Works Exhibit. K'NEX has provided us with a durable and educational product that children will love and even parents will have a hard time putting down," said Kelly Krumenacker, President of the museum.

"For kids, play is important work. Children's museums understand that better than anyone and make the educational work of play available to millions of children every

year. We are honored to support The Bucks County Children's Museum through this donation," said K'NEX President and CEO Michael Araten.

With the mission of creating educational, fun and interactive experiences for young learners, The Bucks County Children's Museum secured a site at Union Square in New Hope, PA, in October of 2010. This 5,000 square foot facility, set to open in fall 2011, will feature a variety of themed exhibits for children to explore. For more information about the Bucks County Children's Museum visit [www.buckskids.org](http://www.buckskids.org).

Founded in 1992, K'NEX Brands, the world's most innovative construction toy company, was established to make and sell what has become one of the world's leading integrated construction systems for children. Winner of over 200 international awards and recognitions, K'NEX is America's [building toy](#) company focused on [Building Worlds Kids Love](#), and encourages youngsters to "imagine, build and play." For more information, please visit [www.knex.com](http://www.knex.com) or [www.facebook.com/buildknex](http://www.facebook.com/buildknex).

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