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SHHH! STRICTLY BRIKS® ARE IN THE BAG WHEN HE LOADS LOTS OF TOYS AND GOODIES ON HIS SLEIGH

Santa Knows That Engineering A Budding Imagination Starts With Play In The Shape Of Brik Buster™, 3D Play Sets, AlphaBriks™, MathBriks™ & More

Fountain City, WI (October 4, 2017) – If they build it, their friends will come over to knock it down! That’s the premise behind Holiday 2017’s must-have game, **Brik Buster**. Kids will squeal when they realize they are allowed to hammer away at a structure they just built using stackable toy bricks and baseplates. One of many toys under the brand name Strictly Briks, these construction toys do more than just entertain. They engineer the way a child thinks with a blank canvas and lots of stackable pieces. Best of all, every Strictly Briks piece is compatible with other brands of plastic bricks.

Rather than build a model precisely as seen on a box cover, Strictly Briks are open-ended play meant to be crafted again and again -- in any shape or height. These building pieces can be enjoyed in tandem with a stuffed animal or matchbox-sized cars, playthings already in the house! Build teddy a tower or zoom the toy cars across a bridge. Kids become engineers, architects and artists. It all starts with the Strictly Briks baseplate.

“Our stackable baseplates, combined with our patent pending Stackers™, allow you to take your building to a whole new level – vertically!” explains Strictly Briks Founder and CEO Brian Semling. “Kids can quickly and easily build a tower, a skyscraper, parking garage, castle, or other structure that stands out above the rest! Unlike other brands, this unique base plate has a bottom that is designed to be stacked and combined with your existing bricks for tons of different construction possibilities.”

The toymaker relies on two in-house experts – his daughter Sonja and son Erik – to play and model each toy available online at strictlybriks.com. The kids are natural toy developers and were the inspiration for the construction and toppling game Brik Buster, just released in time for December gift giving. Wife and mom Carina is the company photographer and photo shoot stylist, making Strictly Briks truly a family-run business.

As holiday shopping begins in earnest, consider these other top picks -- based on the CEO’s own kids -- for the perfect present for kids ages 3 and up. Everyone can enjoy the **Brik Tower 10"**, **3D Play Set: The Cube™ and Creatorz™** and the newest twist on educational play – **AlphaBriks** and **MathBriks**. For the ultimate WOW gift from the grandparents (hint, hint) this December, consider the **222 Piece Silicone Briks and Straps™!**

Reviews online from happy parents can be read at Amazon.com, a site overflowing with Strictly Briks options.

“He and his cousin love to knock it down with the hammer,” declared the headline on a recent Amazon review for Brik Buster. “My 5-year-old loves this! (He and his cousin) play it different every time...I love watching them play and build together! We have a lot of Strictly Briks now, and the boys love them all. They are high quality, durable, easy to clean, perfect fit with Legos® and MegaBloks® (bricks), lots of shapes/colors to choose from, and they cost less,” says a quote from a verified customer on Amazon.



Every Strictly Briks product offers a guaranteed tight fit with all major building block sets. The foundation for creative play is the baseplate.

But wait, there's more! Since kids don't always build linear, consider building a bridge or ramp with silicone flexible building straps. Unique and innovative pieces such as the 3D Creatorz brik take emerging imaginations to a new level.

Ready to shop? Take advantage of the free shipping offer for all U.S. orders over \$75, for a limited time! Strictly Briks narrowed their favorites down to this Top Picks List:



Brik Buster • \$ 29.99 • Ages 3+
2017 Eddy Award for Best Educational Products

Competitive fun for the whole family (or kids on cul-de-sac) this unique tower toppling game was designed by kids. To play, everyone takes turns hitting the support pieces with the included hammer, trying not to make the tower fall to the ground. The last person to knock out a brik without toppling the tower wins! (Just don't be the one to knock the tower down). Test your skills and strategies, play best-of-three, or create your own variation of the game.



Starter Pack of 119 Big Briks™ • \$39.99 • Ages 3-7

Ho-ho-whoa! Every child will delight in the choice of triangles, circles, and half circles in a large array of bright colors in fun sizes. This is the ideal way to start your Big Briks collection. Each base plate can be stacked vertically by using Strictly Briks Stackers. Using any or all of the 119-piece pack, kids will dazzle the family with creations, buildings, displays and so much more!



Unique Shape Towers • \$39.99 • Ages 5-12

Circles, triangles and half-circles, oh my! What kind of brik city can you build with unusual shapes? When kids think outside the square anything is possible. Add these to existing sets in the house or create something completely new. This base plate set contains 36 base plates in three 6" shapes including triangles, half circles, and squares. 60 2x2 Stackers are included.



AlphaBriks & MathBriks • \$17.99 - \$29.99 • Ages 4-12

Enhance school lessons at home or in the car with AlphaBriks and MathBriks. This fun tool reinforces math and spelling. The toy pieces fit tightly on baseplates while at the same time are a snap for children to remove. Also available in silicone for ages 3-5. Patent Pending.



The Cube & Pyramid • \$24.99 • Ages 5-12

Strictly Briks allows kids to build in all directions with 3D add-ons. The Cube includes six hinged double sides plates that connect to allow you to design all sorts of creations! Each plate has one side for standard briks and the other side for large briks. Use for creative play, then storage when playtime is over. Patent Pending.



Stackable Baseplates • Ages 4+

6" x 6" Baseplates \$17.99 to \$49.99
10" x 10" Baseplates \$6.99 to \$99.99
Choose from 12 to 36 packs of 6" x 6" plates or 1 to 36 packs of 10" x 10" plates. They come in 36 unique colors, including red, orange, yellow, green, blue, purple, pink, brown, gray, black, white, clear see through colors, and many more! Perfect to showcase your creations. Use our baseplates to create building tables or mats or simply lay them out over the floor at playtime. Plus they're stackable, so use bricks or Stackers to build vertically!



6" Brik Tower • \$11.99 to \$24.99

10" Brik Tower • \$19.99 to \$29.99

• Ages 5-12

Choose from 4 to 12 packs of 6" plates or 4 to 6 packs of 10" bases. Then watch how these stackable baseplates allow young imaginations to run wild. Both sizes make building vertically quick and easy. Kids will be eager to construct something that stands out from all the rest! For the biggest budgets and unlimited play space, choose the 36-pack.



Silicone Briks and Straps

132 Big Briks \$19.99, 222 Standard

Briks \$19.99 • Ages 4+

This impressive brik kit includes a variety of 132 Big Briks or 222 Standard-size silicone briks and straps. The flexibility of these straps and briks make it perfect for letting your child's creativity shine. Each strap and connector is made of soft, water resistant silicone. Use silicone straps to create swings, slides, mosaics, and finishing touches to your child's creation. Wow!



3D Play Set: The Cube and Creatorz

• \$24.99 • Ages 8+

Ready for some STEM-related fun? These Creatorz are amazing, mind-bending construction briks ready to challenge a child into understanding invention, problem solving, and assembly. Each multi-sided 3D Creatorz brik provides endless possibilities for the architect in every child! Combine with The Cube for extreme 3D Play. Patent Pending.

Open-Ended Play, Guaranteed!

Think back to your own childhood and recall the building pieces (Tinkertoys, anyone?) that gave endless pleasure for everyone in the house. Building and imagining never gets old and as Strictly Briks reminds us, "a single purchase will bring years of fun!" All of their pieces are backed by a 100% money back satisfaction guarantee, so buy with confidence and enjoy the hundreds of unique Strictly Briks building sets you won't find anywhere else.

Find them online at strictlybriks.com and Amazon.com. They also sell on Amazon international marketplaces in Canada, Mexico, the United Kingdom, Germany, France, Spain, and Italy. Plus look for Strictly Briks at any of the over 25 Bricks and Minifigs retail locations.

ABOUT STRICTLY BRIKS®

Creativity has its base® with award-winning Strictly Briks, a hit since 2015. With a mission to provide an affordable platform and structure for kids to build, every product encourages combining with toys already available from action figures and cars to stuffed animals. This is play in a new way. Kids' creativity shines by building upon stackable baseplates that grows to whatever is imagined at the moment. At the same time youngsters amass STEM knowledge from engineering to architecture as they play! Follow them on social media channels [Facebook](#), [Pinterest](#), [Instagram](#), [YouTube](#) and [Twitter](#). To browse or order directly, visit their website at strictlybriks.com.