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FOR IMMEDIATE RELEASE
November 17, 2016

GOLD AWARD ARCKIT ENDORSED BY PARENTS' CHOICE AS 'MUSEUM-WORTHY' TOY

Arckit GO Colours and Arckit Mini Dormer, Angle and Curve sets received the Parents' Choice Gold Award in October. Arckit GO Colours is featured in the Parents' Choice Awards Museum-Worthy Toy List. The Parents' Choice Awards is an independent resource that has been trusted by educators, parents and retailers for over 38 years. Award-winning toys are selected based on their ability to "teach with flair, stimulate imagination and inspire creativity".

Arckit GO Colours is one of a small selection of innovative toys recognized for being "so beautifully designed – in form and in function – that they'd be as at home in a design museum as they are on the playroom floor. Popular within schools as a STEM learning tool, the colourful modular building set allows budding creators to master practical skills through model making.

Arckit founder Damien Murtagh said: "Arckit GO Colours is inspired by real colours used within architecture and is incredibly popular with young creators."

"We are thrilled that the Parents' Choice Awards have endorsed our new product and we are proud to be inspiring the next generation of architects."

The avant-garde colours and sophisticated capabilities offer the perfect transition between basic building block toys and more advanced systems.

Arckit GO Colours is available online and in stores such as The Smithsonian Cooper Hewitt Design Museum, Science Museum London, Science Gallery Dublin, Marbles: The Brain Store, Mindware, Barnes & Noble, Brown Thomas Dublin, Harrods and many other speciality stores around the world.

For more information about Arckit GO Colours, visit www.arckit.com.

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