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PHENOMENAL 29-AWARDS-WINNER STRICTLY BRIKS® GETS TOY INDUSTRY’S RED CARPET TREATMENT, INCLUDING THREE OPPENHEIMS

New Company Amasses A Tower Of Honors From Oppenheim Platinum to Dr. Toy, Mom’s Choice, The National Parenting Center, Tillywig, PAL & More

Fountain City, WI (November 22, 2017) – To grab a top honor in the toy industry, you need to topple the competition. Strictly Briks, new to the toy scene, did just that with an incredible 29 nods by toy industry gurus! Their open-ended play philosophy that uses stackable plastic bricks is engineered for creating again and again -- in any shape or height. The play factor is enhanced by the fact that all their brik sets are compatible with other major brands. Industry toy judges from prestigious Oppenheim and Dr. Toy to whimsical Hot Diggity Awards saw the magic in their building sets that fosters creativity and imagination! The results were a tower (or two) of top awards for this two-year-old toymaker, one of which earned them a spot on Black Friday’s TODAY Show toy spot with Stephanie Oppenheim.

In all, eight different Strictly Briks products won an impressive 29 awards. The break-out toy of the season was **Brik Buster™ (\$29.99)** bringing home five top honors – *Oppenheim Platinum, Mom’s Choice Awards Gold, The National Parenting Center Holiday 2017 Seal of Approval, 2017 PAL Award, Tillywig Best Family Fun Winner 2017 and Dr. Toy’s 100 Best Children’s Products Award Program for 2017 – Best Gifts category.*

“We love the collection!” exclaims Stephanie Oppenheim, a frequent TODAY Show toy expert. “It takes a lot to get us both very excited about a new collection that comes at the end of the season!” Indeed her Oppenheim Toy Portfolio Platinum Awards are the Oscar of the toy industry. Strictly Briks landed one for its **Brik Buster** toppling tower. Then she awarded two more Gold Seal honors for **Starter Set Big Briks™ (\$24.99)** and **Brik Tower (\$29.99)**. You can catch Oppenheim playing with the Brik Buster on NBC’s TODAY’s November 24 morning segment of Holiday 2017 Toy Must-Haves!

Other industry experts were wowed by this fresh concept of a building toy with no specific goal – just let budding imaginations explore.

“Many other larger and more well-known ubiquitous brands have tended to be sets where there is a specific end product design that just gets put on a shelf to gather dust,” began one of two award write-ups from The National Parenting Center. “Strictly Briks shuns that idea and embraces the concept that kids need more hands-on outlets to express themselves. For children who learn best with hands-on experiences this really resonates.”

Dr. Toy, an expert in the field for more than 50 years, wrote, ““Let’s not forget that ‘play is children’s work’ (essential for wellbeing at any age) and should be practiced, respected and better understood by all adults. We should be thinking: What products or ‘tools for play’ can we obtain to provide wholesome experiences for our children (and



ourselves) and provide plenty of positive and meaningful playful learning interactions.” Strictly Briks passed her strict criteria four different times including the **Brik Tower and Stackers** (\$29.99) in her *Best Building Products* category for 2017.

Listed below, in no particularly order, are the 29 November awards for this up-and-coming company that utilizes the toy founder’s kids to whip up the next exciting product.

Oppenheim Toy Portfolio

Brik Buster • \$29.99 • *Oppenheim Toy Portfolio Platinum*

We had good fun stacking this the Briks and floors into a five-story tower of Briks. Now, the best part begins. Using the lightweight toy hammer players take turns knocking out a stack of Briks without making the whole structure fall. Choosing the stack to tap takes some strategy and players soon discover the best way to stay in the game. A good choice for mixed age players with lots of rounds of play. Rebuilding takes thinking skills as well as cooperation.



Brik Tower • \$29.99 • *Oppenheim Toy Portfolio Gold Seal Award 2017*

The Cube™ & Pyramid • \$24.99 • given a shoutout in Brik Tower’s Gold Seal Award review

Starter Set Big Briks • 24.99 • *Oppenheim Toy Potfolio Gold Seal Award 2017*

Dr. Toy’s 100 Best Award

Dr. Toy celebrates the 100 Best Children's Award Program’s 25th Anniversary this year. Of all the world’s newest toys, Strictly Briks took four of the 100 slots!



3D Play Set: The Cube & Creatorz™ • \$24.99 • *Dr. Toy's 100 Best Children's Products Award 2017 – Best Games*

Brik Tower and Stackers • \$29.99 • *Dr. Toy's 100 Best Children's Products Award 2017 - Best Building Products*

AlphaBriks™ & MathBriks™ • \$24.99 • *Dr. Toy's 100 Best Children's Products Award 2017 - Best Gifts*

Brik Buster • \$29.99 • *Dr. Toy's 100 Best Children's Products Award 2017 - Best Gifts*

Mom’s Choice Awards

The Mom’s Choice Awards program is globally recognized as a seal of approval by whom else? Moms! Their judges include parents, kids, librarians, scientists, medical professionals and authors. To grab an award (and Strictly Briks took home four) the product needs to help families grow emotionally, physically and spiritually; are morally sound and promote good will; and are inspirational and uplifting.



3D Play Set: The Cube & Creatorz • \$24.99 • *Mom’s Choice Awards Gold Seal in Toys, Games & Puzzles. 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. Combine with The Cube for extreme 3D Play.*

Brik Buster • \$29.99 • *Mom’s Choice Awards Gold Seal in Toys, Games & Puzzles*

10"x10" Brik Tower with Stackers • \$29.99 • *Mom’s Choice Awards Gold Seal in Toys, Games & Puzzles*

AlphaBriks & MathBriks • \$24.99 • *Mom’s Choice Awards Gold Seal in Educational Products*

The National Parenting Center

The National Parenting Center (TNPC) just revealed its 2017 Holiday 2017 Seal of Approval products. Strictly Briks wowed them twice with honors for its 3D Playset and the must-have-gift Brik Buster. Earning kudos from this toy competition means you need to impress the kids, parents and educators. The testers are encouraged to play with, build, read about, and judge each product's quality by the reactions of the children!



[3D Playset: The Cube & Creatorz](#) • \$24.99 • *TNPC Holiday 2017 Seal of Approval*

The Cube & Creatorz comes with bases to build a Cube and then loads more block shaped pieces in a variety of shapes and colors that can be created on any of the sides. That's it. Your child can make whatever he or she wants, there are no rules or specific steps to follow so the sky is the limit. Parents felt that this blank canvas, if you will, resulted in kids who were excited to explore but then happy to tear down and start again. Testers also felt the price for this set was much more reasonable than other sets on the market.

[Brik Buster](#) • \$29.99 • *TNPC Holiday 2017 Seal of Approval*

Imagine some large Lego-like pieces built into a very tall tower. Now imagine your child with a tiny plastic hammer knocking down that tower. That is the point of the Brik Buster set, a kind of Lego/Jenga hybrid. If that sounds great to you we're sure your child will love Brik Buster. Testers were impressed with the design, feeling that Strictly Briks clearly put a lot of thought into this toy. The box set comes with over 100 building blocks, enough to create a tower five stories high and a toy hammer for demolition purposes.

Academics Choice Awards

Academics' Choice is the only international awards company designed to bring increased recognition to publishers, manufacturers, independent authors and developers that aim to stimulate cognitive development. A panel of highly qualified academics, parents, teachers, homeschoolers and children evaluate products based on educational benefits such as higher-order thinking skills, character building, creative play, durability and originality. Only the genuine "mind-builders" are recognized with the coveted Academics' Choice Award™.



[6-Pack Brik Tower 10" x 10"](#) • \$29.99 • Academics Choice Brain Toy Award

I liked the problem solving and creativity that came from the brick tower. It also builds fine motor skills. For my younger son (6) it required cooperation with a parent or older child and patience. In balancing the levels they were also practicing critical thinking and engineering skills.

[Brik Buster](#) • \$29.99 • Academics Choice Brain Toy Award

We love this game and it has already been used for a wide variety of fun in our house. I would buy it as a gift for sure! This set allows for limitless creative play, teamwork, engineering skills, fine motor skills, imagination, and more. It also allows for practice with following directions, design/copy skills, etc.

[3D Playset: The Cube & Creatorz](#) • \$29.99 • Academics Choice Brain Toy Award

We loved this item!!! Totally unique way to use bricks. My kids from 6-17 all loved these! They loved being able to build suspended creations, build things at funky angles, and use these new cubes with all of the other brick toys we already had. They have already requested that I buy more for Christmas so that they can build even bigger creations. I will highly recommend The Cube & Creatorz to any parent.

[AlphaBriks & MathBriks](#) • \$29.99 • Academics Choice Brain Toy Award

The AlphaBriks and MathBriks are my 4-year-old's new favorite toy. She is at a stage where she is beginning to read and decode simple words, and she loves to practice "spelling" words. The AlphaBriks contain enough letters to complete an entire spelling list or spell basic Marquee signs in the play room. The MathBriks are a fun way to practice math facts and have ample number and operation squares. These are a fun addition to our learning time as well as to our brick collection. These bricks are awesome!!

Hot Diggity Awards

As their website hotdiggityawards.com points out, shopping for the family can be an overwhelming task with the myriad of products on the market. The Hot Diggity Awards is a national program that meticulously evaluates hundreds of family and pet products deeming only the best submissions as winners. The Hot Diggity seal-of-approval signifies innovation, quality and a commitment to excellence. Strictly Briks again wowed the evaluators and brought home three honors – worthy of a meow and a woof!



Each award winner earns a “What makes it Hot Diggity great” explanation and is always worth a look!

[222-piece Silicone Briks & Straps™](#) • \$19.99 • *Hot Diggity Awards Winner 2017*

What makes it Hot Diggity great: It's really fun to work with bendable bricks and tracks. They snap into place easily and work well with our existing Legos.

[Brik Tower 10”](#) • \$29.99 • *Hot Diggity Awards Winner 2017*

What makes it Hot Diggity great: The Brik Tower set is a very nice complement to our existing blocks and Legos. Structures can be multi-dimensional and reach new heights, no pun intended! They're sturdy and can also be used for displaying creations.

[Unique Shapes Towers](#) • \$39.99 • *Hot Diggity Awards Winner 2017*

What makes it Hot Diggity: There are so many building options with this kit that sky's the limit! Comes with various sizes, shapes and colors of baseplates and bricks. Compatible with Lego sets, these make a nice addition for building upwards and beyond!

Tillywig Toy & Media Awards

“The frequent explosions of glee that burst forth from kids' lips while playing Brik Buster are an excellent indicator of just how much fun this game is,” begins the first of three award-winning write-ups from Tillywig Toy & Media Awards. Their 2017 list of honors is a who’s who of the toy world and Strictly Briks happily joins the list for the first (and second and third) time.

[Brik Buster](#) • *Tillywig Best Family Fun Winner 2017*

Anticipatory excitement builds as players take turns using a lightweight toy hammer to knock Briks out of the support pillars that hold the tower aloft, fingers crossed that the whole structure won't suddenly come crashing down. Part of the genius of Brik Buster lies in the surprising stability the tower retains even as pillar after pillar disappears with a whack. Nevertheless, players must choose their targets wisely, for a misguided choice or misplaced blow can be enough to suddenly topple the tower and give the win to the last person to have successfully knocked out a Brik!



[3D Playset: The Cube & Creatorz](#) • \$24.99 • *Tillywig Best Creative Fun Winner 2017*

...a bounty of creative fun and exploration. The set includes 6 large, hinged baseplates that connect to one another to form a sizable Cube. Kids can then use any of the set's 60 briks to build outward and upward on multiple sides of The Cube - bridges, towers, little cities, robotic creatures, strange architectural outcroppings, whatever inspiration sets in motion! Each double-sided plate is designed so that one side works with standard briks, the other with large briks, allowing them to merge seamlessly with the many other building sets from Strictly Briks for ever-expanding fun.



[Starter Pack of 119 Big Briks](#) • \$19.99 • *Tillywig Award Winner 2017*

Youngsters have an absolute field day building and creating with this enormously fun construction toy. Sized perfectly for small hands to easily hold and manipulate, the Starter Pack of 119 Big Briks provides a whopping variety of colors, shapes and sizes, including triangles, circles, semi-circles, rectangles, stackable baseplates, and

more! Kids get right down to business, constructing everything under the sun from miniature versions of real-life structures to colorful little worlds that spring entirely from their fertile young minds.

Play Advances Language → PAL Awards

In a world that runs on words, finding fun ways to build kids' speech and language early on is invaluable to their future academic success. The PAL Award is the only industry recognition focusing on the best toys, games and books that not only entertain, but also inspire kids and caregivers to engage in rich communication and interaction. Strictly Briks impressed the language pathologist who tested every toy.



“Kids got so creative with your Brik Sticks in their hands! It was fun to watch their imaginations take off, snapping triangles and squares together for some 3D fun, leading the learning by combining letters, numbers and symbols, and enjoying family fun using your briks to build and topple their tower,” wrote Sherry Artemenko in her congratulatory letter to Strictly Briks.

AlphaBriks & MathBriks • \$24.99 • 2017 PAL Award

Kids led the way as I opened the package of Strictly Briks, as 7 and 9 year-old brothers started right in making words and math problems. It was quiet until they called on each other to find a specific letter, number or symbol to complete their message, word or math problem. What a great reinforcement for learning when the two boys plunged right in, practicing what they were learning in reading and math. Kids benefit from a multi-sensory approach, pressing a letter into 2 pegs on the 10" square board, adding a physical experience to their visual presentation of letters and numbers.

Brik Buster • \$29.99 • 2017 PAL Award

Kids love to build and hammer so it's no surprise that kids designed this fun family game. Plenty of stacker briks and baseplates come in bright kid-friendly colors to build vertically for up to 6 floors. Now grab the hammer and take turns strategically knocking out support pieces, trying to be the last player to knock out a brik without toppling the tower. There's definitely some strategy involved and we were surprised that a whole column didn't let loose when we whacked it—some of the stacker briks stayed hanging! These briks are easy enough for young members of the family (3 years and up) to attach and participate in a first game, with easy rules and fun set-up, learning to take turns. Play can even be collaborative, trying to beat the number of turns the group takes before the tower comes down.

The Cube & Pyramid • \$24.99 • 2017 PAL Award

Kids and parents were intrigued by the triangular and square base pieces that could snap together to make shapes, serving as a base for larger bricks on one side and smaller bricks on the flip side. Mom walked by and said, “COOL!” I was even surprised by what these shapes were used to create—a Star Wars spaceship, a pyramid, a hat, bird with wings, teepee, shoulder pad (yes, our little guy put the pyramid up to his shoulder for a football pad), and finally a scoop to pick up the many legos on the floor. The Cube became the base for a house while the triangle pieces served as an open roof. Kids could bring accessories, use compatible building bricks, and add favorite figures, stuffed animals or toys to the building themes to create an original story, building language skills. It's refreshing to see a product that adds new dimensions to popular brick building, extending open-ended play in many directions in a time when I see many lego lovers spending time building models for display.

National Parenting Product Awards (NAPPA)

For 27 years The National Parenting Product Awards (NAPPA) have been continuously celebrated as the "go-to" source for parents and professionals seeking the best products for their children and families. Strictly Briks joins their 2017 list of honorees that ensure parents purchase the highest quality products that help them connect and enjoy time with their families.



222-piece Silicone Briks & Straps • \$19.99 • 2017 National Parenting Product Award

“What we like most about these blocks is that they are soft and flexible,” says NAPPA Director Elena Epstein. “Your kids will have lots of fun imagining and creating many different purposes for these colorful pieces.”

Brik Tower 10" • \$29.99 • *2017 National Parenting Product Award*

“These colorful baseplates allow kids to imagine endless creations,” says Epstein.

Unique Shapes Towers • \$39.99 • *2017 National Parenting Product Award*

“These colorful baseplates come in a variety of shapes to allow for even more building fun and imagination,” she said.

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. Ready to shop? Take advantage of the free shipping offer for all U.S. orders over \$75, for a limited time!

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.

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 upon, every product encourages combining with toys already in the home, 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](#), [YouTube](#), [Instagram](#) and [Twitter](#). To browse or order directly, visit their website at strictlybriks.com.