



toucanBox earns 2018 Academics' Choice Brain Toy Award for Mind-Building Excellence

Monday 10th December 2018

toucanBox is thrilled to announce that it's been honoured with a 2018 Academics' Choice Brain Toy Award, a prestigious seal of educational quality, reserved only for the best mind-building media and toys. The independent Academics' Choice Awards programme and its seal of excellence are recognised worldwide by consumers and educational institutions as a mark of genuinely effective learning tools that stimulate the mind, and provide potential for children to fully develop higher order thinking skills.

toucanBox scooped the award in the Brain Toy category, which celebrates in particular hands-on toys that encourage mind-building. Entries are judged by category, subject area and grade level, and evaluated based on standardised criteria rooted in constructivist learning theory.

The Academics' Choice Advisory Board praised toucanBox's ability to introduce "...science, technology, engineering, arts, and math[s] through the included supplied activities in the box, and the activities and games in the magazine." They commended how "...the directions were simple and clear, easy enough for kids to follow with minimal adult assistance."

toucanBox Magazine also received particular praise, noting its "very fun and engaging" nature. This comes after a successful relaunch earlier in the year, to incorporate a greater focus on STEAM-based learning and interactivity.

The Academics' Choice Advisory Board consists of leading thinkers and graduates from Princeton, Harvard, George Washington University, and other reputable educational institutions. Product-appropriate volunteer reviewers, combined with the brainpower of the Board, determined the coveted winners.

The hundreds of submitted products to the Academics' Choice Awards team are donated to a variety of worthy charities and other organisations across the globe.

