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## WHO'S ASSEMBLING A 'WOW' IMPRESSION WITH TOY EXPERTS?

# MAKE-A-FORT FAR EXCEEDS STEM.ORG METRICS, WINS TNPC HOLIDAY 2021 SEAL & MORE! HOT DIGGITY!

Andover, Kansas (December 3, 2021) – Did you ever wonder how today's architects or builders got interested in their craft? It could be they built forts inside the house with whatever was around. Toymaker Make-A-Fort replaces those old-fashioned couch cushions for sturdy cardboard panels where kids instantly play inside what they just built. The joy of customized fort/maze/tunnel building has generated more than a handful of national toy awards plus a huge shout out from STEM.org.



“The Make-A-Fort Build Kit has earned our highest honor,” announced Andrew Raupp, executive director of *STEM.org authentication*, “because it has met or exceeded the metrics set forth by our STEM community. The open-ended play components, along with the project resources which can be found on the [makeafort.fun](http://makeafort.fun) website, encourage heutagogy which is a much more holistic

approach to learning. In addition, we hope that this product will inspire those who may want to explore a career in architecture and related fields, as these vital areas tend to get overlooked as STEM opportunities.”

And just this week *The National Parenting Center* (TNPC) boasted about Make-A-Fort's endless possibilities, including tucking away the structures to the included-carrying case when play is done. The now-in-stock **Explorer Kit** topped their *2021 TNPC Holiday Seal of Approval!*

“There is no denying the fact that there is something about cardboard boxes that draws children like magnets,” wrote TNPC on behalf of its judges. “Whether making houses, rockets, forts, etc., children love to use their imagination with cardboard boxes, just as we did when a new appliance box magically appeared in the neighborhood. But that was then, now the Make-a-Fort Explorer Kit takes cardboard boxes to an entirely new level. The set is made from very high-quality and sturdy cardboard squares, and it also includes cardboard triangles that act as braces to make the forts stronger.



Make-A-Fort garnered praise from not just STEM.org and *The National Parenting Center* but *Clamour Best of Holiday 2021 Influencer Choice List*, *PAL Awards*, *Mom's Choice*, *National Parenting Product Awards*, *Hot Diggity* and *Tillywig* toy judges. They all appreciated the no-need-for-tools or adhesives as all Make-A-Fort components just slide together. Kids can keep the fort walls as is or customize them by coloring the panels any way they choose!

Could these kits be the makings of a terrific slumber party? “Every kid's favorite pastime of building forts has reached a whole new level,” writes *Hot Diggity Awards* as they respond to what makes this product extra special. “This kit has endless possibilities for young architects-in-the-making and is a sleepover hit.”



*Tillywig Toy & Media Awards* judges make the case for snow day solo play or an activity as the cousins gather for the holidays. “The Make-A-Fort Build Kit is one of those rare children's products kids find equally captivating whether playing solo or in a highly social group setting,” they explain in their glowing review as a *Best Creative Fun* category winner. “Central to that appeal is the ease with which the set's ingeniously designed cardboard panels, braces and foam connectors can be used to quickly create exciting play environments that transform into something even more spectacular in the mind's eye. Many youngsters start off by replicating the diverse tunnels, forts and playhouse projects shown in the included Getting Started Guide and on the Make-A-Fort website. As often as not, though, they follow improvisational paths in which a free-flowing process of experimentation yields its own unique and satisfying rewards.”

It was not just toy judges but social media influencers who have a big impact of what parents and kids are clamoring for! "The influencers had an amazing selection of new products to see for Holiday 2021 – they've selected fun options for the whole family," stated Victoria Fener, COO of *Clamour* who coordinated with *The Toy Association* for this year's *Best of Holiday 2021 Influencer Choice List*. “We noticed that STEAM products were particularly highlighted in this season's favorites along with innovative designs and reinvented classics.”



*PAL Award* wrote in their *Why We Love It* review: “Kids are the architects and Make-A-Fort is STEAM construction at its best. Children work together to plan, design, and revise their forts. They learn how the braces and connectors work to create a more stable structure. They learn how connecting pieces changes the shape and angle of the panels and create their ultimate dream fort.”

A *NAPPA* parent tester wrote, “The kids LOVED this! They really couldn't wait to open this. They were creating all different type of forts.”

This holiday season keep the cushions where they were meant to be and watch in awe as budding builders create their own spin on a classic childhood indoor activity.



### **Make-A-Fort Explorer Kit • Ages 4+**

*Clamour Best of Holiday 2021 Influencer Choice List*

*in partnership with The Toy Association*

*Hot Diggity Awards*

*Mom's Choice*

*National Parenting Product Award*

*PAL Award*

*STEM.org authenticated*

*The National Parenting Center Holiday 2021 Seal of Approval*

*Tillywig Best Creative Fun Award*

With a huge variety of creations, Make-a-Fort is great for young kids who enjoy playing in the fort more than building it or for advanced builders who enjoy the challenge of the build. Price per kit diminishes the more you buy: Single Kit: \$77; 2 Kits: \$137; 3 Kits: \$187 and so on. Click on <https://www.makeafort.fun/prices> for a full listing of savings. All orders are US made and ship domestically from CA, TN, or MD warehouses. Canadian families will be pleased to discover that orders are shipped from the company's new Toronto warehouse.

### **About Make-A-Fort**

Childhood pleasures include building and playing inside really big forts, castles, mazes, and tunnels! Just like their ever-expanding line of kits, Holiday 2021 is the season this toymaker launches crisp designs, new products, testimonials, multiple languages, and multiple currencies. Order now for U.S., Canada, and European shipments at <https://www.makeafort.fun>. Then follow them on Facebook, Pinterest, Instagram, and YouTube.