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**Calling all Toy Makers -- KID Museum Partners with the Creators
of HEXBUG® to present Toy 2.0 Challenge**

Toy design challenge targets kids ages ten to eighteen

KID Museum, a new interactive, STEM-focused museum in the DC metro area, and Innovation First International, masterminds behind the widely recognized HEXBUG® brand, are looking to local kids to invent the next cool toy. Toy 2.0 Challenge invites designs from kids ages 10 to 18; ten semi-finalists will advance to the prototyping phase, three finalists will receive cash prizes, and the winning design will have the chance to be sold in toy stores across the country.

KID Museum will lead the design challenge, providing creative support to participants as they prototype their ideas. Design specs will be announced at the “Toy 2.0 Idea Lab” – a live event at KID Museum on April 25, from 12 – 5 pm Eastern Time. Innovation First International’s Chief Technology Officer, Bob Mimitch, will share insights about what the toy company is looking for and KID Museum’s maker educators will be on hand to help brainstorm ideas and demo the range of tools, materials, and high-tech equipment like 3D printers that participants can use. Local high school VEX Robotics Competition teams will also demo their creations during Toy 2.0 Idea Lab.

Kids can enter the challenge as individuals or in teams with up to 5 members, and will have a chance to win their own 3D printer when they attend the April 25 event.

Contestants have until May 25 to submit their ideas for consideration, and by June 15, ten semi-finalists will be selected to advance to the prototyping phase. KID Museum will even offer mentoring sessions to semi-finalists this summer.

The ten semi-finalists will present their prototypes at Maker Faire Silver Spring, KID Museum’s signature event, on September 20, 2015. Maker Faire attendees

will have an opportunity to vote for their favorites. The top three finalists will be chosen by a panel of judges and announced at the close of the Faire. The final three designs will be presented to Innovation First International, who will choose the winner in early October.

Technology has revolutionized what appeals to today's kids. Innovation First International, is looking for original ideas that will transform the toy market. "HEXBUG has been a leader in putting technology in the hands of kids with our robotic toys, and today we invite kids to partner with us on inventing the next generation toy," commented Bob Mimitch, co-founder and Chief Technology Officer of Innovation First International.

For KID Museum, the toy design challenge is a natural fit. As KID Museum founder and Executive Director, Cara Lesser, puts it, "KID Museum's mission is to inspire creativity through playful, hands-on experiences that empower kids to invent the future. The Toy 2.0 Challenge offers kids a unique opportunity to participate in a real-world design challenge that taps into their creative spirit and sparks the imagination of others." She adds, "No one knows what appeals to kids like kids themselves and we can't wait to see the innovative ideas that emerge from the challenge."

For more information about the Toy 2.0 Challenge, please visit <http://kid-museum.org/toy-2-0/>. For more information about Toy 2.0 Idea Lab and a schedule of events, please visit <http://kid-museum.org/toy-2-0-idea-lab/>.

About KID Museum

KID Museum is a new museum in the DC metro region that inspires elementary and middle school-aged children to "explore the world, invent the future" through unique, interactive experiences that integrate hands-on science, technology, engineering, art and math learning with an exploration of world cultures and global citizenship. Families can drop in during weekend hours to participate in a myriad of open exhibits and hands-on activities, or pre-register for after-school, weekend workshops, or summer camp. Field trips and birthday parties are offered for kids to experience the museum as a group.

About HEXBUG and Innovation First:

HEXBUG is a brand and product line developed, distributed, and marketed by Innovation First Labs, Inc., a wholly owned subsidiary of Innovation First International. Innovation First is a high-tech robotics and engineering company at the bleeding edge of consumer technology. HEXBUG was designed as a way to give children a positive experience with robotics at a young age. People are drawn to the HEXBUG brand for the products' fascinating behavior, intelligent bug-like attributes and eye-catching packaging.

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