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New Innovation Redefines Life-Size Educational Play Set

November 17, 2004 7:50am

PR Newswire

LEXINGTON, Mass., Nov. 17 /PRNewswire/

-- There is a new kid on the block in the arena of life-size structures that double as an educational tool and a play set. Hundreds of educators walked away in awe from the first-ever public viewing of the new invention known as Aerobloks(TM) at the National Association for the Education of Young Children annual conference last week in Anaheim, CA.

In a steady stream of foot traffic, those who visited the Aerobloks(TM) booth were amazed by this new invention. Among the comments were: "Super new product, educational, excellent concept, very cool, so easy to use, versatile, creative, fun, awesome, safe for classrooms, children will remain entertained for a long time, even adults will have fun, why didn't we have these when I was a child?"

Aerobloks(TM) was created by Tinker Minds, Inc. to provide a way for kids to express their creativity, while fostering a tremendous sense of accomplishment for them and boosting their confidence levels in a big way. This is in addition to the benefits of physical activity and social, cognitive development. This is definitely NOT your typical inflatable toy. Ergonomically designed with kids in mind, each building block is made of high quality, durable, and ASTM-compliant vinyl that can inflate and deflate in seconds. Velcro(R)-based connectors along every edge ensure maximum connection versatility. Fully inflated, each block measures 22 inches per side and 5 inches thick, and is capable of 145 lbs. of sitting weight while sufficiently lightweight for a young child to handle.

Instead of scraping around for cardboards or seat cushions, kids get enthralled by their new-found ability to build unique forts, playhouses, barns, igloos, boats, trains, and planes, or even kitchens large enough for parents to play "house" with. The beauty is in the simplicity, but the challenge keeps kids coming back time and again to outdo themselves.

As for parents, the ease of disassembly dramatically mitigates space concerns. Considering the benefits of healthy, back-to-basics play in the role of child development, Aerobloks(TM) is an excellent educational and construction toy. Be warned, however, that playing with Aerobloks(TM) can be addictive. Consumer packages are available from Starter sets (8 pieces) to Super sets (30 pieces) with prices ranging from \$88 to \$319. Commercial packages are available at an introductory price of \$519 for 50 pieces of building blocks. Visit <http://www.aerobloks.com> to see over 80 possibilities already created by the Aerobloks(TM) kids.

About Tinker Minds, Inc.

Tinker Minds, Inc. is a privately held company headquartered in historic Lexington, MA. It is

Tinker Minds' mission to transform imaginations into innovations. Aerobloks(TM) and <http://www.aerobloks.com> are properties of Tinker Minds, Inc. Aerobloks is a Patent-Pending Product.

Photos:

<http://www.ereleases.com/pr/2004-tinkerminds1.jpg>
<http://www.ereleases.com/pr/2004-tinkerminds2.jpg>

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Note To Editors: duct datasheet, photos, and brochure in electronic or printed forms are available upon request.

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