

**EMBARGO 11TH OF MAY AT 14:00 BST**

## THE WORLD'S FIRST ACTIVE PLAY WEARABLE KIDS MAKE AND CODE THEMSELVES

Award winning startup Technology Will Save Us unveils its newest make it yourself kit on Kickstarter after testing prototypes with over 300 kids



**LONDON – MAY 11, 2016** – Launched today via worldwide a [Kickstarter campaign](#), Mover Kit is part iconic accessory and part education tech toy. It's a wearable that kids, young and old, make and code themselves.

Mover Kit, the latest make it yourself kit from the award-winning London startup Technology Will Save Us, encourages imagination and play through movement and activity. Kids learn best when they are motivated by more than coding; this device teaches them fundamental skills around programming, electronics and how to solve problems creatively with computational thinking.

Mover Kit is a wearable device that comes with all the components needed for assembly, including the brightly coloured LEDs, printed circuit board and rechargeable battery. There's a snap band that allows kids to attach it to their wrist, their scooter or even the dog. To accompany the wearable, Technology Will Save Us have created an inspiring and educational 'Make' platform filled with projects that helps kids invent and code with their Mover Kit.

Playing and making are the best ways for children to learn about the world and acquire new skills. Technology Will Save Us takes on this philosophy and taps into the hobbies and passions we love - to create toys that kids make, code and invent with. They designed Mover Kit alongside children and tested prototypes with over 300 kids, which led to an overwhelmingly positive reaction. Kids showed that they were most excited about technology that they could wear and that responded to activities.

Mover Kit will be joining a family of kits at Technology Will Save Us, all designed to spark the creative imagination of kids aged 4-16. Technology Will Save Us conducts extensive research projects funded by organisations like NESTA, Google and Mozilla, to understand what young people love doing and what helps them develop skills outside of school. It's inspiring and iconic products are sold at educational institutions such as MoMA in New York and The Science Museum in London. The team at Technology Will Save us also designed the BBC micro:bit - a tech tool commissioned by the global broadcaster and given to 1 million young people in the UK.

Mover Kit is about educating kids through play, and also addressing the ever present problem of our gender gap. In the 2014 Digital Makers Report, the National Endowment for Science Technology and the Arts (NESTA) found that "76% of girls are interested in digital making, but less interested in learning about technology for its own sake".

"Kids who might want to get involved in making with digital technologies are left behind," said Bethany Koby, co-founder and CEO of Technology Will Save Us. "We are on a mission to spark the creative imagination of young people using hands-on technology. Our award winning make it yourself kits and digital tools help kids, and the adults that love them, to make, play, code and invent using technology."

The Mover Kit Kickstarter campaign runs from May 11 through June 8, 2016. The kit includes everything kids need to make their wearable in 15 minutes, play with it for hours, and then access the Make platform filled with challenges, craft projects and games... Be among the first lucky people to get your hands on this active play wearable kit!



## NOTES TO EDITORS

### ABOUT TECHNOLOGY WILL SAVE US

Technology Will Save Us create products that are simple, fun, educational toys that challenge and motivate kids in ways that they love – through creativity, imagination and activity. They want young people to feel simultaneously challenged and successful whilst learning fundamental skills for their future. With imaginations sparked in over 97 countries around the world. They work closely with children to design their kits, engaging in large scale research projects before beginning on design & manufacture. Technology Will Save Us was founded by Bethany Koby & Daniel Hirschmann

Bethany is a mom, CEO, designer, educator and art director interested in creating brands, businesses and experiences that help imaging a more positive and collaborative future.

Daniel is a dad, artist, educator and entrepreneur who uses technology as a vehicle for delivering human centred learning experiences.

### WHY KICKSTARTER

Kickstarter is a community of talented makers, the perfect platform to showcase Mover Kit; Technology Will Save Us launched their first ever kit in 2013 on Kickstarter. It helped launch the startup's inherently iterative approach and provided immediate feedback from an international audience. They hope to do the same with this campaign, as well as reach a global audience, and teach kids the importance and value of coding and making together.

### ABOUT MOVER KIT

Mover Kit is a super fun wearable device that comes to life with active play. It is an intuitive way for kids ages 8 and over to learn fundamentals of electronics, programming and solve problems creatively with computational thinking. It encourages imagination and play through movement and activity. Already named Forbes Toy to Watch in 2016. The kit includes everything kids need to make their wearable in 15 minutes, play with it for hours, and then program it with an intuitive block based programming language on the Make platform... It's jam-packed with exciting challenges, craft projects and games kids can make themselves.

### PRESS CONTACT

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