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**NOVEMBER 8 IS NATIONAL S.T.E.M. /S.T.E.A.M. DAY**

***Holiday Created To Inspire Kids To Pursue Science, Technology, Engineering, Art and Math Through Play***

**Van Nuys, CA (Nov. 5, 2015)** – MGA Entertainment ([www.mgae.com](http://www.mgae.com)), the world's largest private toy company and creators of S.T.E.A.M. based franchise Project Mc<sup>2</sup>, has established November 8 as "National S.T.E.M./S.T.E.A.M. Day" in the official holiday calendar. This holiday aims to encourage kids to explore and pursue their interests in Science, Technology, Engineering, Art and Math skills in fun and engaging ways.

To support kids' interests in the S.T.E.M./S.T.E.A.M. space, MGAE created a new franchise called Project Mc<sup>2</sup>, which launched earlier this fall. The franchise features four super smart girls that are part of a secret spy organization called NOV8 (pronounced "innovate"), hence the selection of November 8th as National S.T.E.M./S.T.E.A.M. Day. A Netflix original series of the same name helps to bring S.T.E.M./S.T.E.A.M concepts to life, providing a strong outlet for kids to experience science, technology, engineering, art and math in a fun and age-appropriate way. The innovative Project Mc<sup>2</sup> product line parallels the storytelling with fashion dolls that come with experiment kits, and other great science toys like one of this holiday's hottest toys, the award-winning Project Mc<sup>2</sup> Ultimate Lab Kit. Kids can also engage with the Project Mc<sup>2</sup> Case Files App, which features NOV8 missions and CSI-like game play.

With science and engineering careers growing 70 percent faster than other occupations, the ultimate goal of introducing S.T.E.A.M concepts to kids is to encourage students to take an interest in these subjects at an early age. Schools across the country are already increasing the focus on these subjects to help our nation's youth gain the skills required to succeed in today's challenging economic climate. By creating a day dedicated to S.T.E.M./S.T.E.A.M., MGAE hopes to ignite a passion and curiosity for these subjects in order to continue America's rich tradition of innovation.

"We want to show children that S.T.E.M. and S.T.E.A.M. are already all around them, and that their favorite hobbies are actually rooted in science, technology, engineering, art and math," said Isaac Larian, CEO of MGA Entertainment. "Hopefully National S.T.E.M./S.T.E.A.M. Day will kick-start conversations about how important it is to provide kids S.T.E.A.M. related activities outside of schools. Women, in particular, are vastly underrepresented in S.T.E.A.M. fields, and their absence in those jobs is bringing down the earning averages of women overall. Sparking interest in S.T.E.A.M. among girls is critical to their future earning potential."

For more fun activities surrounding National S.T.E.M./ S.T.E.A.M. Day, visit <http://www.projectmc2.com> where a new game, "Project Mc<sup>2</sup> Lab Grab," will be available in

celebration of November 8<sup>th</sup> holiday and will also be available as a free (iOS) download in the app store. The [Project Mc<sup>2</sup> Facebook page](#) will have additional November 8<sup>th</sup> S.T.E.M./ S.T.E.A.M. related content and promotions. A fun message from the Netflix series cast of characters will also be posted on the [Project Mc<sup>2</sup> YouTube channel](#). Join in the fun, full S.T.E.A.M. ahead, with #NOV8.

### **About MGA Entertainment**

MGA Entertainment, an entertainment content and consumer products company headquartered in Van Nuys, California, manufactures innovative lines of proprietary products for the toy market. The company also licenses its products in such areas as apparel, home décor, stationery and sporting goods. The MGAE family includes award-winning brands such as Little Tikes®, Lalaloopsy™, Project Mc<sup>2</sup>™, Moxie Girlz™, Mooshka™, Bratz®, Num Noms™ and Zapf Creation®. For more information, please visit [www.mgae.com](http://www.mgae.com).

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