



## NEWS RELEASE

### LOCAL STUDENTS PRESENT TOY DESIGN AT TOYchallenge EAST NATIONAL SHOWCASE AT THE SIGMA XI CENTER

**RESEARCH TRIANGLE PARK, N.C.** (May 9, 2005) – Jessie Lissenden, Sarah Masters, and Riley Sunday, who along with Nora Adams, Sarah Culver, and Suzie Shoffner are known collectively as the Lady Little Lions, traveled to the Sigma Xi Center in Research Triangle Park, N.C. on May 7 to participate in the TOYchallenge™ 2005 East Coast National Showcase. The team, led by Cliff Lissenden and Christine Masters, was one of 207 teams of students from across the country that participated in the fun-fueled toy- and game-design competition created by Sally Ride Science™, Smith College and Hasbro, Inc. to motivate and encourage middle school-age kids, especially girls, to pursue science and engineering as study or career fields. The contest is sponsored by Hasbro, Inc., Southwest Airlines and Sigma Xi, The Scientific Research Society.

The top two East Coast National Showcase winning teams each received \$500 and trips, including paid flights and accommodations, to the TOYchallenge Final Judging and Awards Ceremony to be held on June 27 at Hasbro's headquarters in Pawtucket, R.I. where they will vie for grand prizes, along with the winners of the West Coast National Showcase, that include trips to Space Camp® and the creation of personalized Hasbro figures in each team member's likeness. Runner-up prizes are Thames & Kosmos® Fuel Cell Car and Experiment Kits and a Meade ETX-90AT Telescope.

- 21<sup>st</sup> Century Gamemakers, of Medina, Ohio, comprised of fifth, sixth, seventh and eighth grade students: Brianna Marasco, Tara Marasco, Noelle Scelina, Allison Steven, Mike Steven, Sam Weldon, Jacob Whitson and Jeremy Whitson; coached by Teresa Steven – created "Trash It?," an educational board game where players move small wooden garbage truck game pieces through neighborhoods on trash pickup day. When a garbage truck pulls up to a house with a trash can, the player empties the garbage which includes items such as tiny broken toys and newspapers, into the truck and selects a card. Bonus cards feature recycling facts and special directions. At the end of the game, the players sort their trash and bring it to the dump or recycling plant. Points are given for the amount of garbage collected and correctly sorted. The player who accumulates the most points wins. The unique game board is made of interchangeable connecting squares that can be rearranged to create different levels of difficulty.
- Techno Toads, of Brighton, Mich., comprised of fifth and seventh grade students: Chrissy Redmond, Karen Redmond and Kelly Redmond; coached by Pat Redmond – created "Hop to It!," a lively outdoor game for groups. Similar to Jump Rope, except with a frog, a turntable and an infrared light that spins around and which players must jump over. The players stand in a six-foot diameter ring and must hop to avoid the beam of light that the frog emits as it rotates in the center of the circle at different speeds. If a player misses, the frog croaks "hop" to indicate that they are out. The last player in the ring wins.

Category prizes were also awarded at the TOYchallenge East Coast National Showcase with winning teams receiving \$250 plus a Hasbro toy and game package for each member. The Lady Little Lions earned Honorable Mention recognition for team spirit. All teams received certificates of participation, as well as TOYchallenge 2005 medals, for reaching the Nationals. During the competition's Preliminary Round, teams comprised of at least 50 percent girls submitted written descriptions and visual

presentations of their original toy or game concepts based on themed categories including Games for the Family, Get Out and Play, and Toys that Teach. 207 Preliminary Round finalists were selected to advance to the Nationals. The submissions were judged on originality, creativity, engineering elegance, feasibility, design process description, team participation and clarity of communication.

TOYchallenge ([www.TOYchallenge.com](http://www.TOYchallenge.com)) was developed by Sally Ride Science and Smith College's Picker Engineering Program as an outreach activity to engage middle school-age students, especially girls, in science and engineering and to inspire them to pursue careers in those fields. According to the Bureau of Labor Statistics, women comprise only 11 percent of the engineering workforce. However, studies show that, in elementary school, equal numbers of girls and boys are interested in--and good at--math, science and technology. Unfortunately, beginning around the sixth grade, more girls than boys drift away from these subjects. While open to all U.S. and Canadian students in grades five through eight, TOYchallenge focuses on catching girls' attention in these subjects in order to keep them in the engineering "pipeline." Hasbro has been the program's presenting sponsor since its inception. Sigma Xi, The Scientific Research Society serves as a principal sponsor for the second year in a row and Sony has joined TOYchallenge this year as a principal sponsor. Southwest Airlines is the official airline of the competition.

Team Members:

Nora Adams

Boalsburg

Boalsburg Elementary

Grade 5

Parents: Elizabeth and Kenneth

Sarah Culver

State College

Park Forest Middle

Grade 6

Parents: Lynn and Lee

Jessie Lissenden

State College

Park Forest Middle

Grade 6

Parents: Debbie and Cliff

Sarah Masters

Boalsburg

Boalsburg Elementary

Grade 5

Parents: Christine and Rob

Suzie Shoffner

State College

Park Forest Middle

Grade 6

Parents: Pat and Dan

Riley Sunday

Boalsburg

Boalsburg Elementary

Grade 5

Parents: Chris and Rob

Coaches:

Cliff Lissenden, [lissenden@psu.edu](mailto:lissenden@psu.edu), 861-5460 and Christine Masters, [cbm100@psu.edu](mailto:cbm100@psu.edu), 466-2355

Our game is entitled Doodle and it is a family game played by two teams. One team member picks a card and draws clues for the item on four different boards. A member of the opposite team selects the order that the boards are revealed. The team has five tries to guess the item with the number of points awarded decreasing as each board is revealed. The first team to 25 points wins. Both clue drawing and guessing are timed and the opposite team is free to doodle on the white board while waiting for the drawings to be completed. Kids enjoy doodling almost as much as playing!

We learned how to work together as a team as well as how to cultivate an idea starting with brainstorming, selection, research and development, fabrication, and ending with marketing the final product.



From Left: Jessie Lissenden, Riley Sunday, Sarah Masters



From Left: Riley Sunday, Nora Adams, Jessie Lissenden, Sarah Culver, Suzie Shoffner (missing Sarah Masters)