



## Mattel and Tynker Join Forces to Help Kids Learn Computer Programming

Interactive online courses combine iconic Hot Wheels and Monster High children's brands with leading computer science curriculum

EL SEGUNDO, Calif., Dec. 1, 2015 /PRNewswire/ -- Mattel and educational technology provider Tynker today announced a new collaboration to expand access to coding and computer science to children around the world. Combining Tynker's unique creative computing platform with some of Mattel's most compelling and iconic brands, the collaboration seeks to help children develop computer science knowledge and programming skills in a fun, intuitive and imaginative way.

"It's no secret that increasing access to quality STEM learning opportunities for children around the world is of vital importance," said Michael Shore, PhD, Vice President and Head of Future Play at Mattel. "We have always been passionate about using the power of imaginative play to help foster learning and early childhood development, and we are excited to work with Tynker to help increase every child's proficiency in STEM skills, along with reasoning and critical thinking."

Mattel and Tynker co-developed online coding courses based on characters and content from Mattel's iconic Hot Wheels and Monster High brands and Tynker's highly engaging kids coding platform. The courses — designed for children in grades three and above — provide a complete learning system with interactive exercises, guided tutorials, fun creativity tools, puzzles and more, to make programming fun. By teaching kids how to create their own music videos, guide characters through obstacle courses and other fun, challenging activities, Mattel and Tynker enable kids to learn on their own with a guided, hands-on approach that individualizes the learning experience. Once proficient, they can seamlessly advance to more sophisticated topics — like Javascript coding — within the Tynker learning system.

"Today, technology touches every aspect of life, so it is crucial that children develop the fundamental technology skills to become the makers of tomorrow," said Krishna Vedati, Tynker's co-Founder and CEO. "Our mission is to help every child develop the programming and critical thinking skills necessary to become architects of their future world."

Based in Silicon Valley, Tynker is a creative computing platform that has helped millions of kids to learn computer programming, enabling them to build educational

games, apps and more. Tynker offers self-paced online courses for children to learn coding at home, as well as an engaging programming curriculum for schools. With Tynker, students learn fundamental programming concepts like events, variables, loops, and functions, and principles of computational thinking.

The activities are featured in the Hour of Code campaign, in honor of Computer Science Education Week, December 7-13, 2015.

Visit <https://www.tynker.com/hotwheels> or <https://www.tynker.com/monsterhigh> to learn more or click [here](#) for photos.

### **About Tynker**

Tynker helps children develop programming and computational thinking skills in a fun, intuitive, and imaginative way. Over 28 million children have started learning to code with Tynker, both at home and in school. Tynker courses build a strong foundation in STEM skills (science, technology, engineering, and math) and critical thinking abilities, preparing children for 21st century degrees, careers, and lives. Tynker is based in Mountain View, CA and is backed by NEA, GSV Capital, Cervin Ventures, Reach Capital, Felicis Ventures, 500 Startups, New School Ventures, and prominent angel investors. Visit us at [www.tynker.com](http://www.tynker.com), [www.facebook.com/gotynker](http://www.facebook.com/gotynker) or [www.twitter.com/gotynker](http://www.twitter.com/gotynker)

### **About Mattel**

The Mattel family of companies is a worldwide leader in the design, manufacture and marketing of toys and family products. Mattel's portfolio of best-selling brands includes Barbie®, the most popular fashion doll ever produced, Hot Wheels®, Monster High®, American Girl®, Thomas & Friends®, Fisher-Price® brands and MEGA® Brands, as well as a wide array of entertainment-inspired toy lines. In 2015, Mattel was named one of the "World's Most Ethical Companies" by Ethisphere Magazine and in 2014 ranked No. 5 on Corporate Responsibility Magazine's "100 Best Corporate Citizens" list. With worldwide headquarters in El Segundo, Calif., Mattel's companies employ approximately 31,000 people in 40 countries and territories and sell products in more than 150 nations. Visit us at [www.mattel.com](http://www.mattel.com), [www.facebook.com/mattel](http://www.facebook.com/mattel) or [www.twitter.com/mattel](http://www.twitter.com/mattel).