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Spectacular K'NEX® Toy Display Fascinates Airport Visitors

K'NEX: Innovative Engineering @ Play exhibit features more than 48,000 K'NEX parts

PHILADELPHIA – An entire generation of children – and some adults, too, no doubt – have been fascinated, kept busy and sharpened their thinking and creativity by literally toying with K'NEX Brand building systems. Since 1992, the Hatfield, Pennsylvania-based company has established itself as one of the world's most popular and innovative construction toy companies. Now, visitors to Philadelphia International Airport (PHL) can fully appreciate the appeal and ingenuity of K'NEX building systems.

A K'NEX team of 6 talented designers and engineers worked together for nearly 170 hours to create *K'NEX: Innovative Engineering @ Play*, an amazing 7-foot high kinetic structure made of more than 48,000 K'NEX parts. The exhibit is on display in Terminal A-West post-security and is accessible to ticketed passengers through October 2014.

K'NEX: Innovative Engineering @ Play captures the essence of K'NEX since its founding in the early 1990s. The recipient of more than 250 international awards and recognitions, K'NEX building system encourages youngsters to “imagine, build and play.”

Over 31 billion parts have been manufactured for the K'NEX building toy system, which has become a staple in classrooms everywhere. Considered a dynamic tool for creative learning, K'NEX systems are used to teach the principles of science, technology, engineering and mathematics. The interactive, hands-on characteristics of K'NEX building systems helps to promote problem-solving, critical thinking, concentration and creativity that makes learning fun and concepts easier to understand.

“Toy construction sets have fascinated people of all ages for generations and have also become more sophisticated over time,” said Airport CEO Mark Gale. “K'NEX has been at the forefront of this evolution, and the detail and ingenuity used to create this exhibit, with all of its moving parts, is mesmerizing. I want to acknowledge the talented designers and engineers at K'NEX who created this awesome structure that is being enjoyed by millions of visitors from throughout the world.”

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Philadelphia International Airport is owned and operated by the City of Philadelphia. The Airport is a self-sustaining entity that operates without the use of local tax dollars. It is one of the largest economic engines in Pennsylvania, generating an estimated \$14.4 billion in spending to the regional economy and accounting for more than 141,000 jobs.