

Discovery Signs Science Kit Partner

Discovery Communications has partnered with Gamenamics for Discovery Kids build-your-own science and robot kits. Big Tent Entertainment, the North American licensing agent for Discovery Kids, brokered the deal.

Targeting kids of all ages, the line will include everything from air-powered cars to fruit-powered clocks. The products will debut this year across all retail channels.

“The new product line with Gamenamics will let children explore the reaches of their imagination,” says Elizabeth Bakacs, vice president, licensing, Discovery Kids. “We pride ourselves on helping kids let their creativity take center stage while discovering the world around them and Gamenamics enables kids to dive into the science behind toys in a hands-on way.”

