

Org-Type	Industry-based Collaborative Group		
Lead	Sally Ride Science	PoC	N/A
PoC-Phone	N/A	PoC-Email	N/A
Address	9191 Towne Centre Dr., San Diego, CA 92122		
URL	sallyridesience.com		
Service-Region	Nationwide		
Type	Professional Development for Teachers Student Program		
Subjects	General Science Biology Chemistry Physics Engineering		
Level	Elementary School (K-5th grade) Middle School (5-8th grade)		
Other-Objectives			
Served-per-Year	Demographics		
Content	<p>TOYchallenge is a chance for teams of imaginative kids to create a new toy or game. Toys are a great way to learn about science, engineering, and the design process! As girls and boys create a toy or game, they experience engineering as a fun, creative, collaborative process, relevant to everyday life. Each TOYchallenge team needs an adult coach to support the team as they work together to brainstorm, research, design, and test their creation. The coach is not there to tell the kids what to do, but to support and guide a team from brainstorming to building and exhibiting a working prototype (and we give the coaches lots of advice and support, too). The competition results in a lot of "self-learning" - students learn things that they need to know on their own, skills that they don't always learn in school. When they form their own plans and come to their own conclusions, students not only retain what they've learned better, but they also feel more empowered, motivated and fulfilled. They learn skills they will use for the rest of their lives, whatever they choose to do as a career: imagination and collaboration skills are as important as engineering ideas. This is a competition where everybody wins! We honestly believe that TOYchallenge can help change kids' lives and encourage you to join the fun and participate!</p>		
Outcomes	Generated: Through building toys we hope our program generates interest in science, engineering, and the design process. While making these toys kids will also learn a sense of teamwork, build self-confidence, and do a great amount of self-learning.		
Started		Funded-Through	
Length	Ongoing	Cost	
Primary-Funding	Industry	Primary-\$	
Materials			
Other-Funding			
How-Assessed			
Best-Practice-Why			
Promising-Practice			
Sponsor		Sponsor-Org	
Sponsor-Phone		Sponsor-Email	
Other-Orgs	Northrup Grumman Southwest Airlines Hasbro		