STEM.ORG EDUCATIONAL RESEARCH PRESS RELEASE

STEM • STEAM TOY & GAME RESOURCE

COMPREHENSIVE RESEARCH PROTOCOL CREATES
COMMUNITY STANDARDS FOR STEM • STEAM TOYS

FOR IMMEDIATE PRESS RELEASE

SOUTHFIELD, MI., Nov. 9, 2024 — STEM.org Educational Research™ (SER) has announced its "BEST IN STEM" top STEM toys and games to honor innovation in science, technology, engineering and mathematics. [INSERT YOUR BRAND NAME HERE] was named in the top 5.2 percent of 768 items evaluated.

SER has a long history reporting on scientific breakthroughs, technological revolutions and societal changes, both in print and on the internet. The research organization partnered with brands globally to create a first-of-its-kind online resource for parents and educators looking to purchase effective learning toys for children.

To develop the list of the best toys to inspire and engage children in STEM learning, STEM.org Educational Research™ (SER) reviewed over 750 STEM-designated products. The quality assurance firm's research comprised toys it evaluated through the end of the third quarter of 2024. The top toys were included on this year's Best In STEM list.

SER uses a rigorous 100-point scoring rubric to evaluate all toys and games. The company developed the rubric with the input of many stakeholders. "We've engaged with so many people with a real understanding of and passion for STEM education," says Andrew B. Raupp, Founder and CEO of SER. "We know how important it is to work with entrepreneurs and inventors in addition to experts from academia, and we've been doing it for longer than anyone else. The result is a ratings system that has real buy-in from all corners of the STEM education world."

One of the reasons why SER has cultivated such trust among STEM toy makers is its insistence on transparency. The company has no financial stake in any sales of products it has evaluated and authenticated. Interested toy developers submit items for review, and SER's authentication rate is currently 74.8 percent. This stands in sharp contrast to many traditional toy award and product evaluation protocols, in which approval rates for products often surpass 95 percent.

In keeping with SER's commitment to unbiased evaluations, the Best In STEM Top Toys and Games list for 2024–2025 powered by: STEM.org Educational Research™ is one of the few unsolicited roundups in which brands do not pay to be featured. The evaluating organization abstains from paid affiliate partnerships associated with this program.

"Readers can have total confidence that all of the items selected are based solely on product's merit and not the size of each brand's marketing budget or industry influence," Raupp says. "The toys on this list are there because they truly are the best."

About STEM.org Educational Research™

Founded in 2001, STEM.org Educational Research™ (SER) is the longest continuously operating, privately-held STEM education research and credentialing organization in America. SER works closely with educators, NGOs, companies, and schools to establish a set of proven benchmarks for STEM programs. These resources have led to the world's most recognized and decentralized, blockchain-secured STEM credentialing framework: STEM.org Accredited™ for programs, STEM.org Certified™ for people, STEM.org Reviewed™ for publishers, and STEM.org Authenticated™ for products.

About [INSERT YOUR ORGANIZATION NAME HERE]
[INSERT YOUR BOILERPLATE "ABOUT US" DESCRIPTION HERE]