

## [United States Startup Launches Made in USA Innovative Wood Math Toy on Kickstarter:](#)

Hands-on Educational Tools that Inspire PLAY Key for Parents during this Time of Remote Learning.

**UNITED STATES, Rochester, NY September 8, 2020-** Meet our newest product, the patented Digit Widgit® - an ingenious design that has taken traditional wooden blocks into the modern 21<sup>st</sup> Century to help prepare mathematical minds of the future.

The Digit Widgit® inspires children to PLAY with MATH. Research shows that building confidence in math at an early age is linked to greater academic success. Made in USA of premium quality natural wood that is chemical free & naturally antimicrobial.

Sandra Turner, CEO & Viggikids Inventor shares, "Now more than ever, we are excited to launch the Digit Widgit®, especially as educating our children has dramatically shifted from school to home and parents are in need of meaningful math tools that inspire kids to WANT to PLAY and have FUN with math!! Digit Widgit® Kits are expected to arrive just in time for holiday shopping!"

Imaginative play moves learning math beyond rote memorization to a more expansive understanding of concepts that are needed for future STEM skill. Creating a sense of curiosity, even for simple math concepts, engages children in a playful way and taps into a child's natural math intuition.

Math anxiety is real, especially for children that have special needs. Building confidence - one block at a time - can help children develop a sense of accomplishment that will improve their overall performance & success in school starting as early as 2 years of age. Many children struggle with abstract concepts and using objects vs. paper helps to make the connections needed for deeper understanding.

Research shows learning math through PLAY in early childhood improves confidence, creative problem solving, mathematics skills and literacy. Using visual, physical & tactile objects to teach math creates space for children to play with more abstract concepts and ideas. The freedom of a playful environment creates opportunities for deeper engagement.

Children see math come alive right before their eyes! The MAGIC happens when they start to PLAY with the balance and the math blocks! If the math is correct, it balances! If the math is not correct, it gently says, "oops, try again." Children PLAY while learning addition, subtraction, multiplication, equality and even algebra! Learning possibilities are endless with the Digit Widgit!

"We designed the Digit Widgit® with great care to be a timeless design, and our hope is that it will be passed down from generation to generation instead of just ending up in a landfill. The Digit Widgit® is proudly made in the USA of premium quality natural solid wood. It is durable, long-lasting, and biodegradable. Solid wood is naturally anti-microbial and self-cleaning as the porous surface of the wood deprives bacteria of the moisture that they need to survive. As an organic, renewable, and sustainable sourced product, the Digit Widgit® gives Kickstarter Backers a piece of mind knowing that their pledge of support is truly helping children & the environment," states Turner.

Viggikids® invents products that inspire learning and well-being. Our goal is to ignite a sense of wonder and excitement in people of all ages. Learning through play is at the very heart of our company mission and values. Our products are designed for universal learning to benefit diverse needs at home and the classroom. Viggikids® is a proud WBE Certified Business in New York State.

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