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FOR IMMEDIATE RELEASE

Fuel Cell 10 Wins 2011 Dr. Toy's Best Classic Toy Award

(Providence, RI – March 7, 2011) You can count on classic toys. These are the lasting favorites of all children who have played with them, the ones that have proven their ability to provide entertain and satisfy year after year. But where do you turn for a selection that provides a timeless experience that will hold your child's interest?

Stevanne Auerbach, PhD, known as “Dr. Toy”, asked the same question in her recently released *Dr. Toy's Best Classic Products for 2011*, in which she searched across the entire toy industry for the great classic toys that have continued to excel since they were first introduced ten or more years ago.

“Classic toys are enduring and have many important benefits,” says Dr. Toy. “They encourage the child's interaction, involvement and are truly child-powered.”

Among this year's diverse collection of winning product is Thames & Kosmos' **Fuel Cell 10 Car & Experiment Kit**, a hands-on introduction to one of the most significant technologies of the early 21st century. By constructing and operating a unique reversible hydrogen fuel cell, young scientists ages 10 and up build a model car that actually runs on sunlight and water! Originally released in 2001, this 10th Anniversary edition has been revised to include a completely redesigned car chassis, multimeter, solar panel and manual.

For the past decade, the Fuel Cell 10 has been a consistent and solid anchor in the Thames & Kosmos line. With its high-quality materials, content-rich manual, and participatory learning experiences, there's no doubt how or why this kit has survived the test of time. But with its 64-page, full color manual that guides students through everything from the electrolysis of water to solar hydrogen production, it also looks forward to the future.

“This type of fuel cell doesn't consume fossil fuels—the only by-product is clean water,” says Ted McGuire, President of Thames & Kosmos. “This kit allows kids to join a global community of scientists, engineers, and manufacturers who are working to perfect a technology that has the potential to power not only electronics devices such as laptops and cell phones, but larger vehicles like automobiles and airplanes.”

In the midst of the present energy crisis, this knowledge is especially relevant.

Today, hybrid cars already on the road and important breakthroughs in fuel cell research are happening every day. With this kind of progress, the Fuel Cell 10 is poised to endure, continuing educate future generations on the advancements in a new energy era for the next ten, twenty, or perhaps even fifty years to come.

Fuel Cell 10 retails for \$179.95 and can be found at specialty toy, hobby, gift, museum and online stores. For a complete list of retailers, visit the Where to Buy page at www.thamesandkosmos.com.



About Dr. Toy

Dr. Toy's Guide, www.drtoy.com, provides all pertinent information and includes photos, complete product descriptions, links to company sites, and consumer information. You can explore Dr. Toy's web site, www.drtoy.com, to find out what all the excitement is about.

About Thames & Kosmos

Thames & Kosmos, a privately held company headquartered in Providence, RI, was founded in 2001 with the mission of improving informal science education by creating high-quality science and technology-related educational products for children. Thames & Kosmos places an emphasis on teaching science that is relevant to the important issues in the world today through hands-on experimentation. Topics covered in Thames & Kosmos' line of over 60 kits include alternative energy, chemistry, biology, physics, electronics, natural history, and earth science. For more information on any of the award-winning kits, please contact Kim Hammann at kim@thamesandkosmos.com or visit www.thamesandkosmos.com.