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BUILD THEN PLAY, OR BUILD AND DISPLAY, WISE BLOCK FROM ALPHA TOYS COVERS ALL PLAY PREFERENCES!

Whether you crave an exciting action element to your brick building experience, or just love to build and admire your handiwork, Wise Block has something for you!

Fontana, CA (May 16, 2025) – There’s just something about brick construction toys that excites kiddos like nothing else! The intricate and involved building process, the wave of satisfaction upon completion of the set, or the rush of imaginative discovery while disregarding the instructions, this style of toy has something for everyone. Of course, even that level of broad appeal isn’t enough for the innovative designers at Alpha Toys, creators of the Wise Block line of building sets. What if there were even more layers of play that could be added to this process? Well, for those craving an even more eclectic experience, Wise Block



offers a diverse line of remote control (RC) integrated building sets, making sure the excitement doesn’t dampen once the set is finished being built. These STEAM accredited Wise Block RC sets challenge kids with a unique building process that’s as fun as it is involved, inviting them to exercise creative license throughout. The base of the set includes a battery compartment and RC remote, seamlessly allowing children to maneuver their new creation while developing their fine motor skills and reflexes. It’s this novel combination of play features that inspired Alpha Toys to coin the tagline “Build then Play” for Wise Block!

When it comes to RC compatible sets, it’s only natural that racing vehicles would be the obvious choice! For 2025, Alpha Toys is expanding the Wise Block racing line with two all-new sets for the F1 Race Car Series which just this month received official STEAM accredited status from FUNdamentally Children. No matter which RC set you get, trust that it will be an enriching STEAM experience for your child, so say the experts! The **RC Supercar GT (\$21.99)** is the ultimate sports racing car, complete with a custom curved front grill and spoiler. With a striking blue color scheme and a mix of printed detailing and decals, this set brings its eye-



catching appearance to your shelf on display, or to anywhere in your household as it zips by in a blue blur! The complicated topography of a supercar is brilliantly engineered from building blocks, conveying a sleek, curved and aerodynamic form that will blow you away! The new **RC Race Car (\$21.99)** is as Formula 1 as it gets! Covered in a vibrant red and black color scheme, the full look isn’t complete without the flame and checkerboard-themed decals. Low to the ground, super long and full of fins galore, this set is a must have for fans of classic F1 racing!

Mainstay sets continue to be a hit and support the core of the Wise Block RC series. The formidable **Off-Road Stunt Racer (\$39.99)** is sure to be noticed in the crowd of RC vehicles, if not for its bright red color scheme, then for its sturdy construction. This monster of a vehicle is covered with printed details and decals that really bring it to life as a true racer. Included with the set is a pit stop to hang miniature tune-up tools, an exchangeable

spoiler and naturally, a winner's trophy! The **Wise Block Racing Car (\$32.99)** is a great introductory set for newcomers to Wise Block due to its charming simplicity and striking exterior. The compact size makes it the perfect candidate for utilizing the RC feature to make tight, maneuverable turns and look good doing so in its shocking white and light blue color scheme. Last but certainly not least, the sleek black **Sports Car (\$32.99)** features orange accents, an adjustable spoiler, side mirrors and an aerodynamic form that's easy to forget is made from bricks.



RC features are totally awesome, but a fun, engaging build is sometimes its own reward. New for 2025 are **Wise Block Landmark 2 Pack (\$10.99)** series, for builders who want to bring a little bit of internationally renowned architecture to their room décor. Learn facts about famous landmarks all while building them yourself! The **France 2 Pack** includes all the pieces to construct some of France's most iconic landmarks in miniature splendor. Be amazed as the defining features of the Eiffel Tower, a 1,603 foot-tall marvel, are shrunk down and conveyed clearly in the palm of your hand, (complete with tiny trees!) Honor French history with one of the most famous monuments in Paris, the Arc de Triomphe, whose details are sophisticatedly translated through Wise Block bricks. Since we're already in Europe, take a trip to the UK with the **Britain 2 Pack**! What else could be included but Big Ben? This visual hallmark of British culture sits amidst a bridge cross-section, surrounding architecture, and even a boat in the translucent blue base tile. The water theme continues with London's Tower Bridge! The suspension technology and walkway are faithfully rendered in tiny brick form, a delight for fans of British landmarks. Lastly we have the **USA 2 Pack**! Representing the west coast, the bright red Golden Gate Bridge sits framed by its towers and arching suspension cables, sitting above a miniature San Francisco Bay conveyed through a clear blue base. And Lady Liberty herself brings up the east coast! The Statue of Liberty packs every fine detail like her torch, robe, crown and tablet through clever brick engineering, and the unmistakable patina is faithfully captured through pale green bricks, which complement the terracotta-colored island and bright clear blue base tile.



The **Wise Block RC series** and **Landmark 2 Pack** sets are available on [Amazon.com](https://www.amazon.com). Get ready to "Build then Play" with Wise Block!

About Alpha Toys

Built on a foundation of Toys and Animation, Alpha Group US is delivering great play and entertainment experiences to kids of all ages. We are a wholly owned subsidiary of Alpha Group Co. Ltd., one of the largest and most successful Toy, Animation and Entertainment (TAE) groups in the world. Our state-of-the-art design, manufacturing and animation facilities deliver unparalleled innovation and content to support our toys and licensed products. With a true global footprint and worldwide distribution network, Alpha Group looks forward to growth for years to come. We are the new global player in toys and entertainment.