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Contact: Jennifer Rogers  
Snapology  
Jenr@snapology.com  
740-705-9050

### **SNAPOLOGY FINDS A WAY TO HELP KIDS STAY SOCIAL DURING ISOLATION**

**Pittsburgh, PA** – Snapology has temporarily pivoted its business model over the last three weeks to offer interactive and engaging online programs across its 150+ franchise locations. The company adapted quickly to offer free daily building challenges on their social media channels, interactive online classes, family fun classes, virtual playdates, birthday parties and more.

Snapology anticipated the school closures at the beginning of March and began working to adapt their popular STEAM programs for use online. Snapology co-founder and CEO Laura Coe and her team landed on the small online class model. “Social development is one of our core principals at Snapology, so we knew any online program had to incorporate a social element. We thought about streaming classes online but determined that a small class would benefit students more and allow us to hold true to our core values.” said Coe. By keeping classes to a maximum of 20 students, Snapology’s teachers are able to facilitate conversation between students and allow each child to present and share their project. Classes are currently being offered at several times each day. To see complete information and class schedules, families can visit [online.snapology.com](https://online.snapology.com).

In addition to classes, Snapology offers private virtual playdates and birthday parties. Caregivers are able to reserve a time and share the event with friends. Families are sent a private link to join the event where a Snapology instructor leads the children in fun STEAM themed activities. “Our virtual playdates and birthday parties are becoming very popular. Parents are using playdates so that they can focus on work or getting dinner ready while the kids are making their screen time count with S.T.E.A.M. activities and socialization.” said Coe. Virtual birthday parties have also become a popular option for children who had to cancel in-person birthday parties at the last minute.

“The response to our programs has been overwhelming. Our daily building challenges on social media are engaging thousands of families across the world.” said Jennifer Rogers, Snapology’s Director of Marketing. The free daily building challenges are posted to local Snapology branches social media channels between 8am and 9am each morning. Children have all day to complete the challenge and post a photo. “At the end of the day kids and families can log on and vote for their favorite builds and comment on each other’s creative solutions” said Rogers.

As the public response to the pandemic evolves, Snapology is working to continue to adapt. This week Snapology will roll out family fun classes, family building challenges, and virtual spring break classes.

### **About Snapology**

Founded in Pittsburgh's South Hills in 2010 and franchising since 2015, Snapology's mission is to provide children with an opportunity to engage in playful learning activities that stimulate creativity and an interest in learning. Using LEGO® bricks and other building toys, Snapology emphasizes STEAM principles, teamwork & socialization. With over 150 locations currently open and operating in the US and Internationally, company plans call for expanding further with its unique, education-based franchise opportunity. For more information, visit [www.snapology.com](http://www.snapology.com).