



The LEGO Group

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FOR IMMEDIATE RELEASE

Take a Break and Create with LEGO

LEGO provides corporate America with a creative solution to stress and boredom

Beginning this summer, offices across the nation will have access to pop-up interactive displays featuring LEGO's famous building blocks. LEGO will be distributing these displays fully equipped with instructional on how to create coffee coasters, pen holders and many more common office supplies out of the building blocks to encourage workers to "Take a Break and Create." The campaign will be fully launched featuring an interactive microsite platform on which users will be able to choose from 20+ blueprints and watch video tutorials showing the final results. Additionally, #TakeABreakAndCreate will be implemented across common social media platforms such as Instagram, Facebook and even LinkedIn to encourage users to share their creations with the world.

According to John Trougakos, associate professor of management at the University of Toronto, "Job-related stress is a productivity-killer. Disconnecting from work can do wonders for people's energy and mindset. Doing something creative can help people relax and obtain a fresh new outlook on problems and issues upon returning to work." LEGO aims to provide a fun and functional outlet for workers to destress and express.

- #TakeABreakAndCreate
- LEGO will provide workers a way to take a break from their daily stress and boredom by building office supplies out of the building blocks
- Implementing creative breaks during one's workday can relieve stress and improve productivity
- Instructional blueprints can be found on the LEGO website



LEGO encourages corporate America to break up their workday and de-stress by building a creative and functional new item for their desk out of LEGO building blocks.

Blueprints of LEGO's office creations can be found at:

<http://www.lego.com/takeabreakandcreate>

Information on the benefits of taking creative breaks during the workday can be found at:

<http://www.lego.com/takeabreakandcreate/research>

Approved quotes:

Jasmine Foster, Media Coordinator of Foster + Smith Strategies, states, "Instead of wasting time playing mind-numbing smartphone games or eating fatty foods from the vending machine, doing something creative can help people relax and obtain a fresh new outlook on problems and issues upon returning to work." This quote provides further insight behind the benefits of engaging in creative activity throughout one's workday.

Bridgette Smith, Media Coordinator of Foster + Smith Strategies, states, "Just because it's a break, doesn't mean employees can't think. Engaging in a creative activity, such as constructing an object out of LEGOs, is a great way to encourage workers to think in new ways." This quote further expresses the need for employers to use their breaks in relaxing *and* functional ways.

Upon request: Details on how companies and organizations can receive the displays prior to the campaign release

The LEGO Group is a privately held, family-owned company with headquarters in Billund, Denmark, and main offices in Enfield, USA, London, UK, Shanghai, China, and Singapore. Founded in 1932 by Ole Kirk Kristiansen, and based on the iconic LEGO® brick, it is one of the world's leading manufacturers of play materials. Guided by the company spirit: "Only the best is good enough", the company is committed to the development of children and aims to inspire and develop the builders of tomorrow through creative play and learning.

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