



Thursday, July 22, 2004

OU students help stage Pontiac Toy Fair

Pontiac-area sixth and seventh grade students will display their toy inventions at a toy fair on Friday, July 23, from 11 a.m. to 12:30 p.m. in the East Commons on the grounds of Pontiac Central High School.

The Kids Invent Toys Fair is a program put on by Oakland University's Students in Free Enterprise (SIFE) team and funded by OU's Gear Up program, Comerica Foundation, GMAC and GE.

The sixth and seventh grade students have worked for the past three weeks under the guidance of OU SIFE students, inventing toys and creating mini business plans in collaboration with students in India. The construction of the Web portal allowing the U.S. students to work with those in India was funded in large part by the Michigan Entrepreneurship Education Network. OU students from the American Marketing Association also were involved.

At the toy fair, the students will demonstrate their new inventions, unveil advertising slogans they developed and describe the Web pages they created to promote their toys.

For more information, call Mike Callahan at (248) 370-3205 or e-mail Delisa Bernard at delisa22@flash.net.

SUMMARY

Pontiac-area sixth and seventh grade students will display their toy inventions at a toy fair on Friday, July 23, from 11 a.m. to 12:30 p.m. in the East Commons on the grounds of Pontiac Central High School. The Kids Invent Toys Fair is a program put on by Oakland University's Students in Free Enterprise (SIFE) team and funded by OU's Gear Up program, Comerica Foundation, GMAC and GE.

Created by CareTech Administrator (webservices@caretechsolutions.com) on Thursday, July 22, 2004

Modified by CareTech Administrator (webservices@caretechsolutions.com) on Thursday, July 22, 2004

Article Start Date: Thursday, July 22, 2004