

PRESS RELEASE



5th September 2023

Airfix and Scouts Forge Dynamic Partnership

Ignite Passion, Learning, and Adventure Among Cubs



It's with great excitement that Airfix, a trusted name in the world of plastic model kit building, announces a brand-new partnership with the Scouts organisation. This dynamic collaboration is set to inspire young Cubs, foster their curiosity, creativity, and passion for STEM (Science, Technology, Engineering, and Mathematics), all while offering invaluable support to Cubs Leaders.

At its heart, this partnership is all about igniting the passions of young Cubs and creating an environment where curiosity knows no bounds. Airfix and Scouts

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share a common commitment to providing opportunities for Cubs to learn, grow, and embark on thrilling adventures while creating lasting memories.

In a generous move to support Cubs Leaders, Airfix is offering Cub packs free of charge for a limited time. After this initial period, these packs will remain available at a reduced price, ensuring accessibility for Cubs Leaders and their Cubs, details of which can be found here: uk.airfix.com/community/partnerships/scouts.



1 Cubs Pack ft. Jaguar E-Type Starter Set & Certificate

The synergy between Airfix model kits and the Scouts' ethos of hands-on learning is undeniable. Model building is more than just a hobby; it's a journey that fosters teamwork, fine motor skills, and a love for learning. Through the creation of models, Cubs embark on adventures that transcend digital screens, connecting them with history, engineering, and the satisfaction of bringing their own creations to life.

By partnering with the Scouts, Airfix aims to provide Cubs Leaders with valuable resources to inspire young Cubs and guide them on a path of exploration, creativity, and hands-on discovery. This partnership encourages Cubs to step away from screens and embrace the joy of building something tangible, while also sparking their interest in STEM subjects. Together, Airfix and Scouts are on a mission to shape young minds, ignite their passions, foster an enduring love for hands-on learning, and infuse a sense of adventure into their lives. This partnership is a



2 Cubs Pack ft. Spitfire Mk.Vc Starter Set & Certificate

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testament to the belief that through collaboration, we can create a brighter future for Cubs, where curiosity, creativity, and the thrill of discovery thrive.

Join us in celebrating this exciting partnership, which marks the beginning of a transformative journey for Cubs and Cubs Leaders alike. Together, we're building a future where young imaginations soar, learning is an exhilarating adventure, and passions are ignited for generations to come.

Find out more here: <https://uk.airfix.com/community/partnerships/scouts>.

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For further information please contact Airfix Marketing
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About Hornby Hobbies Limited

Hornby Hobbies Limited is a toy and hobby product manufacturer that was founded in the early 1900's. Hornby Hobbies Limited portfolio of brands include: Hornby – model trains, Scalextric – slot car racing, Airfix – plastic model kits, Humbrol – paints and craft product, and Corgi – die-cast models. In addition to these iconic British brands Hornby Hobbies Limited also owns a number of international brands including: Lima, Rivarossi, Jouef, Pocher and Arnold.

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