

Lego Today

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Lego To End Bionicle Production

Sales Drop Sharply

Rufus Tuesday
Toy News International

The Lego Corporation has announced that they will discontinue the Bionicle line of building kits. The company cited sharply lower sales in recent months. Apparently the only areas of strong sales are Central New York and occasionally Western New York. The company hasn't announced any replacement for the Bionicle series.

New All Pink System Block Kits Available in June

Starting in June Lego Building Blocks will only be available in the pink aisle at toy stores. The company announced a new strategy to appeal to American girls. Lego system blocks will be placed between Barbie Dolls and EZ Bake Ovens.

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Lego Buys Mega Blocks

Plans to make them the same size and shape as Legos

Will Workforfood
Toy Industry Insider

The Lego Corporation has purchased competitor Mega Blocks. They plan to keep the name but change the blocks to be the same size and shape as Lego system blocks.

Largest System Block Kit Ever To Appear On Shelves This Summer

A Lego kit totaling 40,000 blocks will be available for the first time this summer. The kit will be the largest ever made by Lego. It will come with an instruction book as large as a Harry Potter novel and is expected to take several months to complete. When completed it will be the size of a small car and will depict four dogs playing poker around a poker table.



Artist's conception of the finished kit

The poker chips will be regulation poker tournament chips. The dogs will be anatomically correct.

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