



THE SHOW DAILY



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Tiny Towne Puts Kids in the Driver's Seat

Pierre Maalouf, founder and CEO of Tiny Towne International (Booth #1855), has built a town that any kid would love. Kids learn to drive by practicing on a simulator until they've earned 120 points through safe driving. This accomplishment, along with answering 340 questions, earns them a "license."

Now comes the real fun. The kids are able to drive five models of small cars around the streets of a small town named Tiny Towne. When a kid sits down in a vehicle, he swipes a card that gives the car his/her driving history and, depending on the kid's driving "record," the car determines how fast he/she can drive—between 5 and 13 mph. If the kid gets pulled by the police for running a stop sign or some other violation—yep, Tiny Towne has cops—the driver's score is reduced and the child may be penalized by having to wait for a timer to count down a time penalty before driving again.



"The whole idea is for this to be a different kind of edutainment," said Maalouf. "The kids get to fulfill every kids dream of driving, but they also learn about doing it safely." Maalouf built the first Tiny Towne a few miles north of Beirut, Lebanon and is now planning one in Atlanta, Georgia, and possibly another in Dubai.