

# Playing Well in the United States



In 1932, a carpenter in Denmark started making toys in his small workshop, ensuring they were always of the highest quality and designed to help children learn through play. He gave his company the **LEGO® name** – meaning **Play Well** in Danish. Ever since the LEGO products launched in the United States in the 1960s, playing well is what the LEGO Group has helped millions of children and families do across the country.

