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# ASTRA'S 2013 BEST TOYS FOR KIDS AWARD WINNERS ANNOUNCED

## *ASTRA RETAILERS NATIONWIDE—AMERICA'S PLAY EXPERTS—CHOOSE 21 SPECIALTY TOYS IN 13 CATEGORIES AS THE YEAR'S TOP PICKS*

***Chicago, IL*** (June 26, 2013) – The American Specialty Toy Retailing Association (ASTRA) unveiled its 2013 Best Toys for Kids award winners today. The list includes 21 winning toys in 13 categories.

"ASTRA retailers are America's play experts. They know toys inside out and they watch children play with them every day in their stores," notes Kathleen McHugh, President of ASTRA. "Our Best Toys for Kids award program represents their collective expertise. Moms and dads and grandparents and other toy buyers cannot get this level of objective knowledge about toys and play in any other top toy list. It represents the fun, top-quality products with high play value that consumers can find in locally-owned neighborhood toy stores around the country."

The Best Toys for Kids program was created by ASTRA to help its retailer members attract media coverage and customers to their stores during the all-important fourth quarter. "The Best Toys for Kids awards program is one more way to differentiate the outstanding value of specialty toys," points out McHugh. "Instead of being financed by the companies that make the toys, ASTRA's list is chosen by a community of people who care deeply about quality toys. We encourage specialty retailers to use this program to educate their customers and sell more toys."

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The 2013 Best Toys for Kids award winners are:

**Active Play**
RingStix Lite
By *RingStix - System Enterprises LLC*

Y'all Ball
By *Joint Merchant*

**Classic Play - 0-7 yrs**
Skwish Classic
By *Manhattan Toy*

**Classic Play - 8 yrs+**
Original Spirograph® Deluxe Kit
By *Kahootz Toys*

**Constructive Play**
Q-BA-MAZE 2.0 Mega Stunt Set
By *MindWare*

Squigz
By *Fat Brain Toy Co.*

**Creative Arts Play**
Potholder PRO
By *Harrisville Designs*

X-treme Sticker Maker Set
By *Faber-Castell USA Inc*

**Early Play**
Green Toys Seaplane
By *Green Toys Inc.*

Tatoo Xylo Roller
By *Juratoys US Corp (JANOD)*

**Game Play - 3 - 7 yrs**
Bunny Peek A Boo
By *Smart Toys and Games, Inc.*

*Zingo! Sight Words*
By ThinkFun, Inc.

**Game Play - 8 yrs+**
Laser Maze
By *ThinkFun, Inc.*

Timeline Diversity
By *Asmodee Editions*

**Just for Fun**
Curiosity Kits® Pulsar Powerballs
By *The Orb Factory*

Super Magnetic Tidal Wave Thinking Putty
By *Crazy Aaron's Puttyworld*

**Pretend - Doll Play**
Calico Critters Supermarket
By *International Playthings*

**Pretend - Fantasy Play**
Rainbow Fairy Wings with Glitter
By *Douglas Cuddle Toy*

**Pretend - Role Play**
Cargo and Passenger Aircraft
By *PLAYMOBIL*

**Scientific Play**
Air-Stream Machines
By *Thames & Kosmos*

Snap Circuits SOUND
By *Elenco Electronics*

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**About the American Specialty Toy Retailing Association (ASTRA)**

With more than 1300 members, the American Specialty Toy Retailing Association (ASTRA) is the largest association for companies in the toy and children's products arenas. ASTRA and its member companies promote the growth of the toy industry by delivering products that serve children's best interests. For more information, visit www.astratoy.org.

Because Community Matters, ASTRA members thank you for shopping locally.

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