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ASTRA ANNOUNCES BEST TOYS FOR KIDS FINALISTS

ONLINE VOTING IS OPEN FOR
THE YEAR’S TOP PICKS FROM AMERICA’S PLAY EXPERTS

Chicago, IL (April 10, 2019) Ninety-two specialty toys in seventeen categories selected from hundreds of nominations have been named finalists for ASTRA’s 2019 Best Toys for Kids list, the American Specialty Toy Retailing Association (ASTRA) announced today. From this group of finalists, ASTRA member retailers will vote online to select the winning toys that will become “the year’s top picks from America’s play experts” for the 2019 holiday season.

“Best Toys for Kids is the only annual toy list that is compiled by a national network of grassroots play experts who know specialty toys inside out,” notes Kimberly Mosley, President of ASTRA. “Those experts are ASTRA member retailers, and the list represents their collective experience in watching children play with products in their stores, combined with feedback they hear from parents and their own expertise about toys and child development.”

Voting to select the winning products has begun. The deadline for ASTRA member retailers to vote is May 8, 2019. Winners will be announced during at the opening of ASTRA Marketplace on Monday June 10, 2019 at ASTRA’s upcoming Marketplace & Academy, which will be held June 9-12, 2019 in Pittsburgh, PA. Professionally designed four-color flyers featuring the winning products will be available for ASTRA retailers to order for use in their holiday marketing efforts.

More information on the Best Toys for Kids award program and on winning products is available at http://besttoys.astratoy.org/home.

ASTRA’s 2019 finalists for the Best Toys for Kids awards program are:

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ARTS & CRAFTS: UNDER 7
Crayon Clay | The Pencil Grip
Make Your Own Fuzzimals™ | Klutz
Klutz Jr. My Dino Finger Puppets | Klutz
SloFlo Motion Magic | Play Visions, Inc

ARTS & CRAFTS: 7+
Craft Crush Design Your Own Flower Art | Ann Williams
Craft-tastic Design Your Own Animal Necklaces | Ann Williams
Crystalize It! Ultimate Crystal Painting Set | Fashion Angels
Hey Clay | Fat Brain Toy Co
Klutz Maker Lab Radio Boombox | Klutz
Y’Art Craft Kit – Puppy | Kahootz Toys

CLASSIC
Beka Ultimate Easel | Beka Toys
Lite Brite | Schylling Inc
Loopdedoo Spinning Loom Kit | Ann Williams
SET Card Game | Set Enterprises, Inc
Stratego Original | PlayMonster
Sunshine Symphony | Small World Toys
The Original Waterfuls | Kahootz Toys

CONSTRUCTION
Architectural Engineering | Thames & Kosmos
Hubelino Basic Building Box | HABA USA
HAPE Junior Inventor Discovery Scientific Workbench | Hape International Inc
Magna-Tiles® House 28-Piece Set | Valtech
Sidewinder Looping Coaster | CDX Blocks

GAMES: UNDER 7
Butts Up | PlayMonster
Chasing Fireflies | Toysmith
Fruit Punch | AMIGO Games
Pass the Pup | PlayMonster
Yeti or Not! | Fat Brain Toy Co

GAMES: 7+
Genius Square Game | MukikiM
Heist | Megableu USA
Just One | Repos Production
Planet | Blue Orange Games
The Mind | ACD Distribution/ Pandasaurus Games
Whozit | Gamewright, A Division of Ceaco

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**GAMES: FAMILY**

Code Stack Game | AMIGO Games
Dirty Pig | North Star Games
JABUKA | Jubuka Games Inc
Kozo™ | Winning Moves
MORPHY | Fat Brain Toy Co

**INFANT & TODDLER**

Baby Bird Pull Along | Hape International Inc
Kid O Origami Color-Changing Boats | PlayMonster
Manhattan Ball | Manhattan Toy Company
Match the Baby Puzzles | Banana Panda
RollAgain Sorter | Fat Brain Toy Co
Sleepy Seas Sound & Lights Whale | GUND a Division of Spin Master

**OUTDOOR & ACTIVE PLAY**

Cosmic Glow Mini Golf – 5 Hole | b4adventure
Pop & Pass | Hog Wild, LLC
Slacker’s Tree Climbers 6pc | b4adventure
Wandini | Fun In Motion Toys
Warrior’s Mark Axe Throwing | Toysmith
Giant Kick Croquet | b4adventure

**OUTDOOR & ACTIVE PLAY: RIDE-ON**

PRIMO | Ambosstoys LLC
Hippopotomas Ride-On by Janod | Juratoys US
Scoot and Ride Highwaykick 1 | Scoot & Ride US

**PRESCHOOL**

Animal High Rise | HABA USA
HAPE Sunny Valley Adventure Dome | Hape International Inc
Hedgehog Rally by Janod | Juratoys US
Mirari myStorymaker | PlayMonster
Monster Lock Box | Tender Leaf Toys
Wee Baby Stella Yoga Set | Manhattan Toy Company

**PRETEND PLAY: IMAGINARY**

Aqua-mals | Zorbitz, Inc
Crystal Palace | PLAYMOBIL
Kash, The Sasquatch | Douglas Toy Company, Inc
Timber Tots Tree House | Fat Brain Toy Co
Mission Rocket w/Launch Site | PLAYMOBIL

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PRETEND PLAY: ROLE PLAY
Animal Care Activity Center | Melissa & Doug
Dentist Set | Plan Toys, Inc
Doll Bike Seat – Flower Meadow | HABA USA
My Style Big Cooker by Janod | Juratoys US
Pillowie | Ready Set & Co LLC
Reversible Rainbow Cape | Creative Education of Canada, Inc

PRETEND PLAY: VEHICLES
INSANE Stunt Car | California Creations
HyperRunner Stunt | MukikiM Toys
Playviator | Fat Brain Toy Co
RoboDragon | Jupiter Creations
Spirit Sidecar Philip by Janod | Juratoys US

PUZZLES
Domino Maze | ThinkFun, Inc.
Shashibo – The Shape Shifting Box | Fun in Motion Toys
SmartGames Brain Train | Smart Toys and Games
SmartGames Smart Farmer | Smart Toys and Games
Thinking Putty Puzzle – the Mind Stretching Game | ThinkFun, Inc

PUZZLES: JIGSAW
Crazy Puzzle Aqua’zules | DJECO
Crocodile Alphabet Puzzle | Orange Tree Toys
Escape Puzzle – Space Observatory | Ravensburger
Follow and Spot Puzzle | Petit Collage
Goddesses & Warriors 500 Piece Puzzle | eeBoo
HAPE Solar System Puzzle | Hape International Inc

SCIENCE & DISCOVERY
100 om 1 STEM Lab | OWI INC
DoodleMatic | Tink Digital LLC
Gumball Machine Maker | Thames & Kosmos
My Robotic Pet – Tumbling Hedgehog | Thames & Kosmos
Foldscope Deluxe Individual Kit | FOLDSCOPE INTRUMENTS, INC
SmartCore 6 | OWI INC

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About the American Specialty Toy Retailing Association (ASTRA)
Founded in 1992, the American Specialty Toy Retailing Association (ASTRA) is an international not-for-profit trade organization that serves more than 1,800 independent retailers, manufacturers and sales representatives in the specialty toy industry. ASTRA is a community of dedicated professionals committed to providing children with healthy, quality play materials that have high play value and are designed with a focus on what the child can do, rather than what the toy can do. ASTRA members are leaders who, through their businesses, make a positive impact on the economy and culture of the communities they serve. For more information, visit http://www.astratoy.org/.

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