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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 20, 2020) Eighty-five specialty toys in fourteen categories selected from hundreds of nominations have been named finalists for ASTRA's 2020 [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 2020 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 10, 2020. Winners will be announced in early July 2020.

ASTRA's 2020 finalists for the Best Toys for Kids awards program are:

ARTS & CRAFTS

Creatto Light-Up Crafting Kits | **Thames & Kosmos**
Happy Monsters | **DJECO**
Make Your Own Tiny Camper | **Klutz**
Sketch Pals | **Boogie Board**
Spirograph® Scratch and Shimmer Set | **PlayMonster**
World Colors How to Draw Faces | **Faber-Castell USA Premium Children's Art Products**

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CLASSIC PLAY

Classic Paddy Teddy Bear | **Steiff North America**
Kwik Stix | **The Pencil Grip, Inc.**
Labyrinth | **Ravensburger North America, Inc.**
My First Train Set | **PLAYMOBIL**
Palace House | **Le Toy Van**
Sprite Deluxe | **Micro Kickboard**
The Cool Tool PLAYmake | **The Cool Tool**

CONSTRUCTION

Clipstix | **Popular Playthings**
Mechanics Challenge Strike | **Geomagworld**
Plus-Plus GO! | Plus-Plus
Terra Kids Cork Boat | **HABA USA**

EARLY PLAY

Blockaroo | **Blue Marble**
Mirari SkillDillies | **PlayMonster**
Petilou Sensory Shapes | **Le Toy Van**
Shape Factory | **Fat Brain Toy Co.**
Toniebox | **Tonies**
ZIPPEE Activity Toy | **Möbi**

GAMES: 7 AND UNDER

Bear Down! Game | **AMIGO Games**
Bull's Eye | **Roo Games**
Catch of the Day | **Epoch Everlasting Play**
Drone Home | **PlayMonster**
Hand Me a Candy Game | **eeBoo**
SmartGames Froggit | **Smart Toys and Games**
Tac Tac Jack | **FoxMind Games**
Throw Throw Burrito | **Exploding Kittens/ACD Distribution**

GAMES: 8+

BUILDZI | **Carma Games**
Cover Your Kingdom | **Grandpa Beck's Games**
Cupcake Academy | **Blue Orange Games**
Hues and Cues | **Usaopoly | The Op**
Letter Jam | **Czech Games Edition**
Pana Po'o | **OUTSET MEDIA CORPORATION**
Shipshape | **Calliope Games**
SmartGames Cube Duel | **Smart Toys and Games**
The #UpsideDownChallenge Game | **Vango Toys**

GAMES: TEENS & ADULTS

Mystery House | **Asmodee North America**
PANDO™ | **Roots Family History**
TAG | **PlayMonster**
Telestrations®: Upside Drawn | **Usaopoly** | **The Op**

OUTDOOR & ACTIVE PLAY

4Fun ChangeUp | **b4adventure**
Air Square | **MukikiM**
AirFort | **XM Works Inc.**
Birdie Golf | **Hog Wild**
Capture the Flag REDUX | **Starlux Games, LLC**
Plum BOWL Freebound Trampoline | **b4Adventure**
Slackers Adventure Treehouse | **b4Adventure**
Swingin' Shoes | **Fat Brain Toy Co.**
Whippet | **Diggin Active, Inc.**

PRETEND PLAY

Bird's Nest Cafe | **Tender Leaf Toys**
Doctor's Bag | **Le Toy Van**
Face Paintoos | **PlayMonster**
Fun Fan Fryer | **Hape International Inc.**
Janod Shaving Set | **Juratoys US**

PRETEND PLAY: DOLLS & FIGURINES

Adventure Tree House | **Schleich USA Inc**
Fire Eagle | **Schleich USA inc**
LARGE HORSE STABLE WITH HOUSE AND STABLE | **Schleich USA Inc**
Little Friends Camper | **HABA USA**
Mermaid Cove with Illuminated Dome | **PLAYMOBIL**
SCOOBY-DOO! Mystery Machine™ | **PLAYMOBIL**

PRETEND PLAY: VEHICLES

Drive & Blast | **Odyssey Toys**
Railway Bucket Builder Set | **Hape International Inc.**
Snap Ships | **PlayMonster**

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PUZZLES: EDUCATIONAL & MANIPULATIVE PLAY

KARMAGAMI (calming sensory toy) | **Fun In Motion Toys**
Monster Math Scale | **Hape International Inc.**
STEM Blocks - K25 Super Mega Awesome! Kit | **Kontu, Inc.**
SumBlox | **SumBlox**

PUZZLES: JIGSAWS & BRAINTEASERS

Carnovsky Ocean Jigsaw Puzzle | **Ginger Fox**
Genius Star | **MukikiM**
My First Rush Hour | **ThinkFun**
Scratch Off Puzzles | **4D Cityscape Inc.**
SmartGames Jack & the Beanstalk Deluxe | **Smart Toys and Games**
Votes for Women 100 Piece Puzzle | **eeBoo**

SCIENCE & DISCOVERY

Fuel 'N Duel Rocket Racers | **Be Amazing! Toys**
InterActive Human Body | **Be Amazing! Toys**
KC3: Keypad Coding Robot | **Elenco Electronics, Inc.**
Mega Cyborg Hand | Thames & Kosmos
Robotics: Smart Machines - HoverBots with BalanceTech | Thames & Kosmos
Smartivity® Retroscope | Elenco Electronics
Snap Circuits®: MyHome | Elenco Electronics, Inc.
The Amazing Tightrope-Walking Gyrobot | Thames & Kosmos

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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