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ASTRA ANNOUNCES BEST TOYS FOR KIDS FINALISTS *PRODUCTS ON DISPLAY AT ASTRA'S MARKETPLACE & ACADEMY*



Chicago, Illinois (May 31, 2016) 96 specialty toys selected from hundreds of nominations have been named finalists for ASTRA's 2016 Best Toys for Kids list, the American Specialty Toy Retailing Association (ASTRA) announced today. From this group of finalists, ASTRA member retailers will view the products at ASTRA upcoming Marketplace & Academy in Denver, Colorado and will vote to select the winning toys that will become "the year's top picks from America's play experts" for the 2016 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. "The list represents the collective experience of ASTRA retailers, who base their seasoned judgement on their own expertise about toys and child development combined with watching children play with products in their stores and hearing feedback from parents."

Retailers will have the chance to touch, feel and play with the 2016 Best Toys for Kids finalists at a special display at [ASTRA's Marketplace & Academy](#) in Denver on June 6th and 7th. Voting to select the winning products has begun and will be continued on-site and online at Marketplace & Academy. Winners will be announced in late June. In the fall, ASTRA member retailers will receive a free package of resources for using Best Toys for Kids list to increase their holiday sales.

ASTRA's 2016 finalists for the Best Toys for Kids awards program are:

Category	Product Name	Manufacturer Name
Active Play	Kidoozie Counting Pogo Jumper	International Playthings
Active Play	Limbo Hop	Diggin Active Inc
Active Play	Noochie Golf	Noochie Golf LLC
Active Play	Slackers Ninjaline Intro Kit	b4Adventure - Brand 44 LLC
Active Play	Slackers Sky Board	B4Adventure - Brand 44 LLC
Active Play	WABOBA WATER CRACKET	WABOBA

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2016 Best Toys Finalists,
continued

Category	Product Name	Manufacturer Name
Choose Your Own Category	Aloka SleepyLights - Giraffe	Aloka / Lumenico USA
Choose Your Own Category	Made You Look Craft and Activity Kit	Part Time Renegade, LLC
Choose Your Own Category	Magic: Gold Edition	Thames & Kosmos
Choose Your Own Category	Nintendo Mario Copter	Carrera of America
Choose Your Own Category	Rock and Roll It! - Piano	MukikiM Toys
Choose Your Own Category	Sneaky Cards	Gamewright, a div of Ceaco
Choose Your Own Category	The Amazing StarCube	California Creations
Classic Play - 0-7 Years	Rat-A-Tat Cat	Gamewright, a div of Ceaco
Classic Play - 0-7 Years	Cutting Food - Wooden Play Food	Melissa & Doug, LLC
Classic Play - 0-7 Years	Guess Who?	Winning Moves
Classic Play - 0-7 Years	Rocket Balloons with Pump	Schylling
Classic Play - 0-7 Years	Winkel™	The Manhattan Toy Company
Classic Play - 0-7 Years	WOW Flip 'n' Tip Fred	Reeves International, Inc.
Classic Play - 8+ Years	60th ANTiversary Ant Farm®	Uncle Milton
Classic Play - 8+ Years	Catan	Asmodee North America
Classic Play - 8+ Years	Rubik Cube 3x3	Winning Moves
Classic Play - 8+ Years	SET game	Set Enterprises, Inc.
Classic Play - 8+ Years	Snap Circuits Jr. (SC-100) Newton's Laws (ENGSTEM-07)	Elenco Electronics
Classic Play - 8+ Years	Ultra Stomp Rocket Kit	D&L Company, LLC
Constructive Play - 0-7 Years	GEOMAG MECHANICS 146 pcs	Geomagworld SA
Constructive Play - 0-7 Years	GeoSmart Mars Explorer	GeoSmart
Constructive Play - 0-7 Years	LUX Small 88 Piece Set	Lux Blox LLC
Constructive Play - 0-7 Years	Robot Engineer	Thames & Kosmos
Constructive Play - 8+ Years	Arckit Go Colours	Arckit
Constructive Play - 8+ Years	Geckobot	Thames & Kosmos
Constructive Play - 8+ Years	K-FORCE Super Strike Blaster Building Set	K'NEX
Constructive Play - 8+ Years	Kylo Ren™	LEGO Systems Inc.
Constructive Play - 8+ Years	Remote-Control Machines: Custom Cars	Thames & Kosmos
Constructive Play - 8+ Years	The littleBits Gizmos & Gadgets Kit	littleBits
Creative Arts Play - 3-7 Years	Art On-the-Go	Kidzaw Inc.
Creative Arts Play - 3-7 Years	Craft-tastic Kindness Kit	Ann Williams
Creative Arts Play - 3-7 Years	Fuzzeez™ Husky	The Orb Factory
Creative Arts Play - 3-7 Years	Groovy Lamp Lip Gloss Kit	Handcrafted HoneyBee
Creative Arts Play - 3-7 Years	Rhythm Box II	PlanToys, Inc.
Creative Arts Play - 8+ Years	Do Art Word Art	Faber-Castell Premium Children's Art Products
Creative Arts Play - 8+ Years	i-loom	Wooky Entertainment
Creative Arts Play - 8+ Years	Peacock Silk Painting	Hotaling/Djeco
Creative Arts Play - 8+ Years	Renegade Made® Sidewalk Chalk Tagging Kit	Part Time Renegade, LLC.
Creative Arts Play - 8+ Years	Sew Mini Treats	Klutz
Creative Arts Play - 8+ Years	Super String Lanterns	Craftivity, a Faber-Castell Brand

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2016 Best Toys Finalists,
continued

Category	Product Name	Manufacturer Name
Early Play Early Play	Earlyyears Pop-up Puppy Ball Pit Meiya the Mouse Soft Rattle Toy with Rubber Head	International Playthings Creative Education of Canada Inc. Yookidoo
Early Play Early Play Early Play Early Play	Musical Duck Race On the Farm Motor Skills Board PLAYMOBIL 1.2.3 My Take Along Ship SpinAgain	HABA USA PLAYMOBIL Fat Brain Toy Co.
Game Play - 3-5 Years Game Play - 3-5 Years Game Play - 3-5 Years Game Play - 3-5 Years Game Play - 3-5 Years Game Play - 3-5 Years	Balance Beans Little Red Riding Hood Ready, Set, Woof!™ Game Silly Shenanigans The Memory Palace VROOM VROOM	ThinkFun SmartGames Educational Insights HABA USA Peaceable Kingdom BLUE ORANGE GAMES
Game Play - 6+ Years Game Play - 6+ Years Game Play - 6+ Years Game Play - 6+ Years Game Play - 6+ Years Game Play - 6+ Years	Happy Salmon Kaboom Maze Racers Möbi Outfoxed TOP THAT!	North Star Games BLUE ORANGE GAMES FoxMind Möbi Games Inc. Gamewright, a div of Ceaco BLUE ORANGE GAMES
Game Play - 8+ Years Game Play - 8+ Years Game Play - 8+ Years Game Play - 8+ Years Game Play - 8+ Years Game Play - 8+ Years Game Play - 8+ Years	Brynk By the Book Code Names DR. EUREKA Imagine Karuba Ocean Labyrinth	Winning Moves Brainwright, a div of Ceaco Czech Games Edition Inc. BLUE ORANGE GAMES Gamewright, a div of Ceaco HABA USA Ravensburger USA, Inc.
Learning Play Learning Play Learning Play Learning Play	Bloxels: Build Your Own Video Games CodeGamer Ozobot Starter Pack STEM Robot Mouse Coding Activity Set	Pixel Press Thames & Kosmos Ozobot Learning Resources
Pretend - Doll Play Pretend - Doll Play Pretend - Doll Play Pretend - Doll Play Pretend - Doll Play	Folkmanis® French Bulldog Puppet Little Friends Doll - Feli Mon Premier Bebe Bath Sail Away Tree with Nest Trudi Rabbit & Baby Puppet	Folkmanis® Puppets HABA USA Corolle The Puppet Company Magicforest – Trudi

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2016 Best Toys Finalists,
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Category	Product Name	Manufacturer Name
Pretend - Fantasy Play	Irish Fairy Door	International Playthings
Pretend - Fantasy Play	Kidoozie King Size Medieval Castle	PLAYMOBIL
Pretend - Fantasy Play	Pirate Raiders' Ship	Douglas Toy Company, INC
Pretend - Fantasy Play	Spike Narwhal by Douglas Toys	LEGO Systems Inc.
Pretend - Fantasy Play	The Water Dragon Adventure	Creative Education of Canada Inc.
Pretend - Fantasy Play	T-Rex Hooded Cape	LEGO Systems Inc.
Pretend - Role Play	Amusement Park Space Ride	International Playthings
Pretend - Role Play	Calico Critters Seaside Ice Cream Shop	Little Cosmetics
Pretend - Role Play	Little Cosmetics Pretend Makeup Darling Set	PLAYMOBIL
Pretend - Role Play	Space Rocket with Launch Site	Mahina Mermaid Distributed by Toysmith
Pretend - Role Play	The Lil' Merfin	Melissa & Doug, LLC
Pretend - Role Play	Wooden Brew & Serve Coffee Set	Goblies
Scientific Play	Goblies: Throwable Paintball Kit	Thames & Kosmos
Scientific Play	Hot Ice Crystals	Elenco Electronics
Scientific Play	Newton's Laws	The Young Scientists Club
Scientific Play	Science Art Fusion Space	

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 www.astratoy.org.

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