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ASTRA ANNOUNCES BEST TOYS FOR KIDS FINALISTS
PRODUCTS ON DISPLAY AT ASTRA’S MARKETPLACE & ACADEMY;
ONLINE VOTING IS OPEN

Chicago, IL (June 4, 2018) Eighty-three specialty toys in seventeen categories selected from hundreds of nominations have been named finalists for ASTRA’s 2018 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 and at ASTRA’s upcoming Marketplace & Academy to select the winning toys that will become “the year’s top picks from America’s play experts” for the 2018 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.”

Retailers can touch, feel and play with the 2018 Best Toys for Kids finalists at a special display on the exhibit floor at ASTRA’s Marketplace & Academy in New Orleans. Voting to select the winning products has begun and will be continued online and on-site at Marketplace & Academy. Winners will be announced at a reception and game night on July 13, 2018 during the AmericasMart International Gift & Home Furnishings Market in Atlanta, Georgia. ASTRA retailers will also be able to order flyers featuring the winning products 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 2018 finalists for the Best Toys for Kids awards program are:

…more…
ACTIVE PLAY
ALEX Active Yoga Activity Blocks | ALEX Brands
Slackers Tree Climbers | b4Adventure
Stomp Rocket Stunt Planes | D&L Company
Spikeball Rookie Set | Spikeball
Wicked Big Sports™ Kickball | Wicked Big Sports
Golden Snitch Heliball | Wow! Stuff

BOTS
Doc Educational Talking Robot | Creative Toy Company / Clementoni
Circuit Cubes: Go Gears! | Tenka Labs
Circuit Cubes: Monster Mech | Tenka Labs
Kids First Coding & Robotics | Thames & Kosmos
JIMU AstroBot Kit | UBTECH Robotics

CLASSIC PLAY 7+
Loopdedoo Spinning Loom Kit | Ann Williams
Liquid Glass® Thinking Putty® | Crazy Aaron's
Sleeping Queens | Gamewright
Cat's Cradle | Klutz

CLASSIC PLAY UNDER 7
EzyRoller Classic | EzyRoller
Tea Set | Green Toys
The Original Classic Colorforms | Kahootz Toys
YBike Pewi Elite | National Sporting Goods
BRIIO Railway Starter Set | Ravensburger North America Inc
Folkmanis® Snowy Owl | Folkmanis® Puppets

CONSTRUCTIVE PLAY
Plus-Plus BIG 90 piece Basic | Plus-Plus USA
GraviTrax | Ravensburger North America Inc
VW Bus T1 Campervan | Ravensburger North America Inc
Pepper Mint in the Great Treehouse Engineering Adventure | Thames & Kosmos

CREATIVE PLAY 7+
ALEX DIY Swirly Station | ALEX Brands
Slime.Art.Masterpiece | Be Amazing! Toys
Do Art 3D Gel Paint | Faber-Castell USA Inc.
Petal Party Jewelry Kit | Kid Made Modern
Rock And Roll It SpecDrum | MukikiM Toys
Klutz Maker Lab Gumball Machine | Klutz
Mini Bake Shop | Klutz

…more…
CREATIVE PLAY UNDER 7
Create with Clay Dinosaurs| Faber-Castell USA Inc.
Do Art 3D Sand Painting| Faber-Castell USA Inc.
Do Art Coloring with Clay| Faber-Castell USA Inc.
Stacking Music Set| Hape
Klutz Jr. My Simple Sewing| Klutz

EARLY PLAY (INFANT)
Dimpl| Fat Brain Toy Co.
Spoolz| Fat Brain Toy Co.
Rotating Music Box| Hape
Stay-put Rattle Set| Hape
Giselle Bell Giraffe| Steiff USA

EARLY PLAY (TODDLER)
Kullerbu Construction Site Set| HABA
Kid O Myland Fire Truck| PlayMonster
Tegu Magnetic Floating Stacker| Tegu
PLAYMOBIL 1.2.3 Pirate Ship| PLAYMOBIL
Easy Clean Bath Squirters: Gift Set| Sago Mini

GAME NIGHT
Clack! Game| AMIGO Games
Codenames: Duet| Czech Games Edition
ITZI| TENZI

GAME PLAY 7+
Magic Maze| Dude Games
Forbidden Sky| Gamewright
Trash Pandas| Gamewright
Drop It| Thames & Kosmos
Cahoots| Gamewright

GAME PLAY UNDER 7
Engine, Engine No. 9| AMIGO Games
Anomia Kids| Everest Toys
Unicorn Glitterluck A Party for Rosalie| HABA
Gnomes at Night| Peaceable Kingdom - A MindWare Brand
Monster Match| North Star Games

GAME STRATEGY
Photosynthesis| Blue Orange Games
Queendomino| Blue Orange Games
Sagrada| Floodgate Games
Azul| Next Move Games

…more…
LOGIC
Logic Land| Brainwright
SmartGames Cube Puzzler Pro| Smart Toys and Games
SmartGames Squirrels Go Nuts!| Smart Toys and Games
Hacker| ThinkFun Inc
Turing Tumble| Turing Tumble LLC

PRETEND PLAY (FANTASY)
Rose Gold Wings & Tutu Set| Creative Education of Canada
Luna Kruselings Deluxe Doll| Kathe Kruse
My Mermaid Wig "Playful Wigs"| Pink Poppy USA Inc
Harvey's Veggie Dog Car| Sago Mini
Folkmanis® Mouse in Pumpkin| Folkmanis® Puppets

PRETEND PLAY (ROLE)
Calico Critters Grand Department Store Gift Set| Epoch Everlasting Play
Super Kid In Training| MindWare
Grand City Station| Hape
Aquarium| PLAYMOBIL

SCIENTIFIC PLAY
Snap Circuits BRIC:Structures| ELENCO
Klutz Maker Lab Circuit Games| Klutz
Ooze Labs Chemistry Station| Thames & Kosmos
Kids First Big & Fun Microscope| Thames & Kosmos
Dodeca 12 in 1 SolarHydraulic Robot| OWI Inc.

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 develops and supports a membership of independent retailers, manufacturers and sales representatives in the toy industry. Inspired to change the world through the power of play, ASTRA is a community of dedicated professionals committed to providing children with healthy, quality play materials that have a high play value and are designed with a focus on what the child can do, rather than what the toy can do. Through certification programs, educational resources and networking opportunities, ASTRA equips and empowers members to 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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