

FOR IMMEDIATE RELEASE

Contact: Susan J. Oliver
773.263.3030
soliver@interaccess.com



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+

Loopdadoo 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**
BRIO 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/

###

