ASTRA ANNOUNCES BEST TOYS FOR KIDS FINALISTS

PRODUCTS ON DISPLAY AT ASTRA’S MARKETPLACE & ACADEMY;
WINNERS TO BE ANNOUNCED IN LATE JULY

Philadelphia, PA (June 26, 2017) Seventy-seven specialty toys in seventeen categories selected from hundreds of nominations have been named finalists for ASTRA’s 2017 Best Toys for Kids list, the American Specialty Toy Retailing Association (ASTRA) announced today. From this group of finalists, ASTRA member retailers are viewing the products this week at ASTRA’s Marketplace & Academy in Philadelphia, PA and will vote to select the winning toys that will become “the year’s top picks from America’s play experts” for the 2017 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 2017 Best Toys for Kids finalists at a special display on the exhibit floor at ASTRA’s Marketplace & Academy in Philadelphia. Voting to select the winning products has begun and will be continued online and on-site at Marketplace & Academy. Winners will be announced in late July and on display at a Best Toys for Kids Award reception event July 30 in Las Vegas. ASTRA retailers will also be able to order flyers featuring the winning products for use in their holiday marketing efforts.

ASTRA’s 2017 finalists for the Best Toys for Kids awards program are:

...more...
ACTIVE PLAY

Party Wheel
b4Adventure

Ninja Net
b4Adventure

Jazzminton Deluxe
Funsparks

Stikball Toss & Catch with Mitts
Hog Wild Toys

Laser X 2-Pack
Toysmith

Bashminton
Toysmith

BOTS

Ozobot Evo
Ozobot

Smart Bot Robot
Play Visions Inc

CLASSIC PLAY: 0-7 YEARS

Ball Track Roll N Roll N Roll
HABA USA

Topanifarm
Hotaling/Djeco

Rainbow Alligator
PlanToys®

CLASSIC PLAY: 8+ YEARS

Gobblet
Blue Orange Games

Foxtail Sport
Cassidy Labs

Forbidden Island
Gamewright a Div of Ceaco

Doink It Darts
Marky Sparky

Beamo 30”
Toysmith

CHOOSE YOUR OWN CATEGORY

Spinos Mega Trax Challenge
Diggin Active Inc

Kinoptic Robots
Hotaling/Djeco

HypnoGizmo
Kahootz Toys

Zipes™ Speed Pipes Performance Pack
Neat-Oh! International

The Jammer
Sweets Kendama

Kite a Pult
Tucker Toys

CONSTRUCTIVE PLAY

Geomatrix
California Creations

Gecko Blocks
Cassidy Labs

Marbleocity Skate Park
PlayMonster

Remote Control Machines:
Construction Vehicles
Thames & Kosmos

…more…
CREATIVE ARTS PLAY UNDER 7

Dreamland Mermaid Grotto
*Dreamland Fairy*

Craft-tastic Puppy Love Kit
*Ann Williams Group*

Loog Mini
*Loog Guitars*

The Ultimate Brick Maker
*Relevant Play*

CREATIVE ARTS PLAY 7+

Craft-tastic Make & Give - Heart Bowls
*Ann Williams Group*

Do Art Fizzy Paint Mix & Make Colors
*Faber-Castell*

Circuit Clay
*Klutz*

Grow Your Own Crystal Jewelry
*Klutz*

LEGO Make Your Own Movie
*Klutz*

Linkt Craft Kits Bubble Loops
*Neat-Oh! International*

EARLY PLAY

Activity Board
*Kid O*

My 1st Zoo Rubber Rattles
*Creative Education of Canada*

People Blocks Zoo Animals
*People Toy Company*

Rainmaker Wormy
*HABA*

SmartMax My First Safari Animals
*Smart Toys and Games, Inc*

Spin ‘n Sort Spout Pro
*Yookidoo*

FAMILY GAME NIGHT

Codenames: Pictures
*Czech Games Edition*

Exit: The Secret Lab
*Thames & Kosmos*

Gonuts for Donuts
*Gamewright A Div of Ceaco*

Mole Rats in Space
*Peaceable Kingdom*

Slapzi
*Carma Games*

GAME PLAY: 2-5 YEARS

Bingo the Puppy
*JAX, LTD*

Cha-Cha Chihuahua
*Gamewright A Div of Ceaco*

Farm Alarm
*Fat Brain Toy Co*

Hamster Clan
*HABA USA*

Where’s Bear?
*Peaceable Kingdom*

GAME PLAY: 5-8 YEARS

Rhino Hero Super Battle
*HABA USA*

Go Gelato!
*Blue Orange Games*

GAME PLAY 8+YEARS

Imhotep
*Thames & Kosmos*

Braintopia
*Asmodee North America*

Kingdomino
*Blue Orange Games*
LOGIC SKILLS

Kanoodle Jr
_Educational Insights_

Snow White
_Smart Games_

Jump In
_Smart Games_

Color Cube Sudoku
_ThinkFun_

Roller Coaster Challenge
_ThinkFun_

PRETEND: DOLL PLAY

Lance Llama
_Douglas Company, INC_

Liese Doll
_HABA USA_

Mickey Mouse Puppet
_Folkmanis_

Nici Wonderland Doll
_Neat-Oh! International_

Rahel from Ethiopia
_Hearts for Hearts Girls_

Peggy Ann Bonika Doll
_Creative Education of Canada_

PRETEND: ROLE & FANTASY PLAY

Caravane House
_Djeco/Hotaling_

Dreamycorns
_Wearable Unicorn Fun_
_Douglas Company, INC_

Indoor Playhouse Food Truck
_Melissa & Doug_

My Magical Sound & Lights Unicorn
_GUND_

Ghostbusters Firehouse
_Playmobil_

SCIENTIFIC PLAY

Happy Atoms Introductory Set (17 Atoms)
_Thames & Kosmos_

Magnetic Levitation Express
_OW! Inc_

Snap Circuits STEM
_ELENCO_

Structural Engineering: Bridges & Skyscrapers
_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 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/](http://www.astratoy.org/).

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