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**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:

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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

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

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

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
OWI Inc

Snap Circuits STEM
ELENCO

**Structural Engineering: Bridges &
Skyscrapers**
Thames & Kosmos

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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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