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AMERICAN SPECIALTY TOY RETAILING ASSOCIATION ANNOUNCES 2016 BEST TOYS FOR KIDS AWARD WINNERS

ASTRA RETAILERS CHOOSE 24 TOYS AS THE YEAR'S TOP PICKS



Chicago, IL (July 11, 2016) – The American Specialty Toy Retailing Association (ASTRA) unveiled its 2016 Best Toys for Kids award winners today. The list includes 24 winning toys in 17 categories.

“ASTRA’s Best Toys for Kids award program is different from other top toy lists because it reflects the collective expertise of hundreds of toy retailers who know toys inside out,” said Kimberly Mosley, President of ASTRA. “The list of winners is a well-balanced representation of the fun, top-quality, high play value products consumers can find in locally-owned neighborhood toy stores around the country.”

The Best Toys for Kids program was created by ASTRA to help its retailer members attract media coverage and customers to their stores during the all-important fourth quarter. “The Best Toys for Kids awards program is one more way to differentiate the outstanding value of specialty toys and to differentiate ASTRA stores,” said Mosley. “We encourage specialty retailers to use this program to educate their customers and sell more toys.”

The 2016 Best Toys for Kids award winners are:

ACTIVE PLAY

Kidoozie Counting Pogo Jumper
International Playthings

Slackers Ninjaline Intro Kit
b4Adventure – Brand 44 LLC

...more...

CHOOSE YOUR OWN CATEGORY

Rock and Roll It! – Piano

MukikiM Toys

Sneaky Cards

Gamewright, a div of Ceaco

CLASSIC PLAY 0-7 YEARS

Rat-A-Tat Cat

Gamewright, a div of Ceaco

WOW Flip ‘n’ Tip Fred

Reeves International, Inc.

CLASSIC PLAY 8+

Snap Circuits Jr.

Elenco Electronics

Rubik Cube 3x3

Winning Moves

CONSTRUCTIVE PLAY 0-7 YEARS

Robot Engineer

Thames & Kosmos

CONSTRUCTIVE PLAY 8+ YEARS

Geckobot

Thames & Kosmos

CREATIVE ARTS PLAY 3-7 YEARS

Craft-tastic Kindness Kit

Ann Williams

Fuzzeez™ Husky

The Orb Factory

CREATIVE ARTS PLAY 8+ YEARS

Peacock Silk Painting

Hotaling / Djeco

Sew Mini Treats

Klutz

EARLY PLAY

SpinAgain

Fat Brain Toy Co.

...more...

GAME PLAY 3-5 YEARS

Little Red Riding Hood

SmartGames

Balance Beans

ThinkFun

GAME PLAY 6+ YEARS

Happy Salmon

North Star Games

GAME PLAY 8 YEARS+

Dr. Eureka

Blue Orange Games

LEARNING PLAY

Code & Go™ Robot Mouse Activity Set

Learning Resources

PRETEND—DOLL PLAY

Folkmanis® French Bulldog Puppet

Folkmanis® Puppets

PRETEND—FANTASY PLAY

The Irish Fairy Door

The Irish Fairy Door Company | License-2-Play

PRETEND—ROLE PLAY

Calico Critters Seaside Ice Cream Shop

International Playthings

SCIENTIFIC PLAY

Hot Ice Crystals

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 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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