FOR IMMEDIATE RELEASE

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

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/

###