

FOR IMMEDIATE RELEASE

Contact: Susan J. Oliver  
773.263.3030  
[soliver@interaccess.com](mailto:soliver@interaccess.com)



## AMERICAN SPECIALTY TOY RETAILING ASSOCIATION ANNOUNCES 2018 BEST TOYS FOR KIDS AWARD WINNERS

### *ASTRA RETAILERS NATIONWIDE CHOOSE 17 SPECIALTY TOYS IN 16 CATEGORIES AS THE YEAR'S TOP PICKS*



*Chicago, IL* (July 13, 2018) – The American Specialty Toy Retailing Association (ASTRA) unveiled its 2018 Best Toys for Kids award winners today. The list includes seventeen winning toys in sixteen 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.”

ASTRA provides 300 free, professionally designed, four-color 2018 Best Toys brochures to member retailers for use in their holiday marketing. For more information about the 2018 Best Toys for Kids award-winning toys, and to order additional Best Toys brochures, visit [besttoys.astratoy.org](http://besttoys.astratoy.org).

The 2018 Best Toys for Kids award winners are:

*...more...*

**Active Play**

Stomp Rocket Stunt Planes  
*D&L Company*

**Bots**

Kids First Coding & Robotics  
*Thames & Kosmos*

**Classic Play Under 7**

BRIO Railway Starter Set  
*Ravenburger North America Inc.*

**Classic Play 7+**

Liquid Glass Thinking Putty  
*Crazy Aaron's*

**Constructive Play**

GraviTrax  
*Ravensburger North America Inc.*

**Creative Play Under 7**

Create with Clay Dinosaurs  
*Faber-Castell USA Inc.*

**Creative Play 7+**

Rock and Roll It SpecDrum  
*MukikiM Toys*

**Early Play (Infant)**

Dimpl  
*Fat Brain Toy Co.*

**Early Play (Toddler)**

Kullerbu Construction Site Set  
*HABA*

**Game Night**

ITZI  
*TENZI*

**Game Play Under 7**

Gnomes at Night  
*Peaceable Kingdom – A MindWare Brand*

**Game Strategy**

Photosynthesis  
*Blue Orange Games*

**Logic**

Turing Tumble  
*Turing Tumble LLC*

**Pretend Play (Fantasy)**

Folkmanis® Mouse in Pumpkin  
*Folkmanis® Puppets*

**Pretend Play (Fantasy)**

Rose Gold Wings & Tutu Set  
*Creative Education of Canada*

**Pretend Play (Role)**

Aquarium  
*PLAYMOBIL*

**Scientific Play**

Snap Circuits BRIC: Structures  
*ELENCO*

**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/).