AMERICAN SPECIALTY TOY RETAILING ASSOCIATION ANNOUNCES
2017 BEST TOYS FOR KIDS AWARD WINNERS

ASTRA RETAILERS NATIONWIDE CHOOSE 18 SPECIALTY TOYS IN 17 CATEGORIES AS
THE YEAR’S TOP PICKS

Chicago, IL (August 2, 2017) – The American Specialty Toy Retailing Association (ASTRA) unveiled its 2017 Best Toys for Kids award winners today. The list includes eighteen winning toys in seventeen 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 2017 Best Toys for Kids award winners are:

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ACTIVE PLAY
Laser X 2-Pack
NSI
Distributed by Toysmith

BOTS
Smart Bot Robot
Play Vision Inc

CHOOSE YOUR OWN CATEGORY
Zipes™ Speed Pipes Performance Pack
Neat-Oh! International

CLASSIC PLAY: 0-7 YEARS
Topanifarm
Hotaling/Djeco

CLASSIC PLAY: 8+ YEARS
Doink It Darts
Marky Sparky

CONSTRUCTIVE PLAY
Geomatrix
California Creations

Remote Control Machines:
Construction Vehicles
Thames & Kosmos

CREATIVE ARTS PLAY UNDER 7
The Ultimate Brick Maker
Relevant Play

CREATIVE ARTS PLAY 7+
Linkt Craft Kits Bubble Loops
Neat-Oh! International

EARLY PLAY
SmartMax My First Safari Animals
Smart Toys and Games, Inc

...more...
FAMILY GAME NIGHT
Slapzi
Carma Games

GAME PLAY: 2-5 YEARS
Cha-Cha Chihuahua
Gamewright A Div of Ceaco

GAME PLAY: 5-8 YEARS
Go Gelato!
Blue Orange Games

GAME PLAY 8+ YEARS
Kingdomino
Blue Orange Games

LOGIC SKILLS
Roller Coaster Challenge
ThinkFun

PRETEND: DOLL PLAY
Rahel from Ethiopia
Hearts for Hearts Girls

PRETEND: ROLE & FANTASY PLAY
My Magical Sound & Lights Unicorn
GUND

SCIENTIFIC PLAY
Snap Circuits STEM
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/.

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