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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

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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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