

UNDER EMBARGO UNTIL 9:30 AM (EASTERN) MONDAY, JUNE 10, 2019

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AMERICAN SPECIALTY TOY RETAILING ASSOCIATION ANNOUNCES 2019 BEST TOYS FOR KIDS AWARD WINNERS

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



Pittsburgh, PA (June 10, 2019) – The American Specialty Toy Retailing Association (ASTRA) unveiled its 2019 Best Toys for Kids award winners today. The list includes seventeen 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.”

ASTRA member retailers can order professionally designed, four-color 2019 Best Toys brochures to member retailers for use in their holiday marketing. Up to 300 brochures are free and additional brochures may be purchased. For more information about the 2019 Best Toys for Kids award-winning toys, and to order additional Best Toys brochures, visit besttoys.astratoy.org.

The 2019 Best Toys for Kids award winners are:

...more...

Arts & Crafts 7+
Y'Art Craft Kit – Puppy
Kahootz Toys

Arts & Crafts Under 7
SloFlo Motion Magic
Play Visions, Inc.

Classic
Lite Bright
Schylling Inc

Construction
Magna-Tiles® House 28-Piece Set
Valtech

Games: 7+
Planet
Blue and Orange Games

Games: Family
MORPHY
Fat Brain Toy Co

Games: Under 7
Yeti or Not!
Fat Brain Toy Co

Infant & Toddler
RollAgain Sorter
Fat Brain Toy Co

Outdoor & Active Play
Pop & Pass
Hog Wild, LLC

Outdoor & Active Play: Ride-On
PRIMO
Ambosstoys LLC

Preschool
Hape Sunny Valley Adventure Dome
Hape International Inc

Pretend Play: Imaginary
Timber Tots Tree House
Fat Brain Toy Co

Pretend Play: Role
Reversible Dragon/Knight Cape
Great Pretenders®

Pretend Play: Vehicles
Playviator
Fat Brain Toy Co

Puzzles
Shashibo - The Shape Shifting Box
Fun in Motion Toys

Puzzles: Jigsaw
Escape Puzzles - Space Observatory
Ravensburger

Science & Discovery
My Robotic Pet - Tumbling Hedgehog
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 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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