



## NEWS RELEASE - Immediate

The Toy Retailers Association issued the following statement at 16:00 Friday 17<sup>th</sup> February

“Like others we are aware of the recent publicity surrounding CyberSecurity and realise a toy called My Friend Cayla was commented upon alongside many other products from kettles to more obvious devices like readers and tablets and many hundreds of common bluetooth devices. The TRA is satisfied that this product offers no special risk and there is no reason for alarm.

We would always expect parents to supervise their children at least intermittently and we understand that Vivid Imaginations has reassured the public that there are factual inaccuracies in the German publicity and they have restated that the toy is perfectly safe to own and use when following the user instructions.

Cayla has been a popular product since its launch but we do not have the rights to sales statistics. These could be made available by the industry's main research source NPD- see [www.NPD.com](http://www.NPD.com)

This is a fast developing area of debate and we have no doubt that, as with other many other consumer products mentioned above, manufacturers will be actively involved in continuing to ensure consumer safety including that of children at play.”

ENDS

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