



MEDIA RELEASE

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FAMILIES SPENDING MORE ON OUTDOOR AND SPORTS TOYS

And an old favourite is still a hot favourite!

Summer months provide a great opportunity for families to encourage the physical benefits toys can bring, according to the British Association of Toy Retailers (BATR).

And while sales of children's paddling pools this year are 33% ahead of the same period last year, an old favourite is still a firm favourite with families during the summer months.

Mookie's Swingball was the best selling toy in June, according to figures for the BATR by NPD Eurotoys EpoS Retail Tracking.

Sales of outdoor and sports toys increased by 11% during the first six months of this year compared with the same period in 2003; outdoor and sports toys accounted for 21% of the money spent on toys in the first half of this year.

BATR Chairman Ben Green commented: 'Summer holidays provide an excellent opportunity for families to exercise together and enjoy being outdoors and active.

'Parents benefit as well from a game of Swingball or badminton on the lawn, and the occasional bounce on the trampoline.

'They are also encouraging their children to begin enjoying gentle exercise that will benefit them later in life.

'The family diet, in its broadest sense, should not concentrate on food alone, but on a family lifestyle that includes play and healthy outdoor activity,' said Mr Green.

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