



TOY
INDUSTRY
AWARDS
2019

MGA's L.O.L. Surprise!, Orchard Toys, Spin Master and Smyths triumph at the
55th Toy Industry Awards

Toy Fair, 21-23 January 2020, Olympia, London
Toy Industry Awards, 21 January 2020, Apex Room, Olympia London

21 January 2020: MGA's L.O.L. Surprise!, Orchard Toys, Spin Master and Smyths triumphed at this evening's annual Toy Industry Awards winning Toy of the Year, Supplier of the Year and Toy Retailer of the Year, respectively. A Toy Trust Outstanding Contribution Award was presented to Generation Media's Dean Weller and a BTHA Outstanding Contribution Award was presented to SMF's and TRA Chairman, Alan Simpson. Both individuals were commended for their individual contribution and achievements to the Toy Trust and the industry respectively.

Organised by the British Toy & Hobby Association (BTHA) with the Toy Retailers Association (TRA) – the awards were presented at the gala event held in Olympia's Apex Room following the first day of the 67th annual Toy Fair, which is currently taking place at Olympia in West London.

BTHA Chairman, Andrew Laughton, announced the winners of the Toy Retailer of the Year Awards, and TRA Chairman, Alan Simpson, unveiled the Toy and Supplier of the Year Awards. The full line up of winners follows:

TOY RETAILER OF THE YEAR WINNERS:

Independent Toy Retailer of the Year (single store)	Thomas Moore Toymaster
Independent Multi-Store Toy Retailer of the Year (up to 10 stores)	Toy Barnhaus
Department Store Toy Retailer of the Year	W J Daniel & Co, Windsor
Multiple Toy Retailer of the Year	Smyths Toys
Online Excellence Award	Shop Direct
Judges' Special Recognition Award	B & M Stores

Overall Toy Retailer of the Year

Smyths Toys

TOY AND SUPPLIER OF THE YEAR AWARDS:

Action Figure of the Year	Goo-Jit-Zu, Character Options
Construction Toy of the Year	Harry Potter Knight Bus, LEGO
Imaginative Play Toy of the Year	Nerf Fortnite SP-L Elite Dart Blaster, Hasbro
Collectible Range of the Year	Funko POP! Assortment, Funko
Novelty Toy of the Year	Pets Alive - Boppi the Booty Shakin' Llama, Zuru
Game of the Year	Pictionary Air Family Drawing Game, Mattel
Doll of the Year	L.O.L. Surprise! O.M.G. Fashion Doll, MGA Entertainment

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