



THE CHRISTMAS 2013 MUST HAVE TOYS ARE UNVEILED

TECH TOYS CONTINUE TO GROW IN NUMBER WITH THE DREAM TOYS LIST

Wednesday 6 November 2013: Toys with tech continue to increase in number within the Dream Toys list. No longer restricted to pads and robots, the *'These are Going to Tech Off'* category in today's Dream Toys list celebrates the diversity and creativity in using technology within toys today.

Dream Toys is the annual event hosted by the Toy Retailers Association where the top 50 toys that will dominate this Christmas are unveiled. Selected by an independent panel of buyers that represent 80 per cent of the toy retail business, the Dream Toys list is widely respected as the most accurate predictive list of the toys that will be most in demand this Christmas.

The Top Tech Toys this year are (in alphabetical order):

Air Hogs RC Atmosphere	Spin Master Toys UK
Bop It! Tetris	Hasbro
Hexbug Aquabot	Innovation First
Hexbug Nano V2 Hurricane	Innovation First
HolograFX	John Adams Leisure
LeapPad Ultra	Leapfrog Toys
Flying Fairy by Flutterbye	Spin Master Toys UK
InnoTab 3S	VTech Electronics Europe
RoboFish	Zuru-Geemac
Teksta Robotic Puppy	Character Options

Details of all the Top 50 toys, including press releases on the categories and images of the toys can be found here:

<https://app.box.com/dreamtoys2013>

“From flying fairies to robotic dogs, the diversity and innovation keeps on coming. The two pads that have made it into the Top Toys this year continue to deliver fun and educational value in equal measure, helping develop our tech-smart young adults of tomorrow,” commented Gary Grant, Chair of the Dream Toys committee.

Dream Toys takes place at St Mary’s Church in central London today between 7am-2pm, with the theme ‘The Wonderment of Christmas’. 17 companies have toys in the Top 50 list and all are exhibiting in the hall. They are:

Bandai UK	Character Options	Drumond Park
Flair Leisure Products	Golden Bear Products	Hasbro
Innovation First	John Adams Leisure	Leapfrog Toys
LEGO Company	Mattel	Spin Master Toys
TOMY Vivid	VTech Electronics Europe	
Zapf Creation	Zuru-Geemac	

ends

For more information on the day please contact the Dream Toys reception on 07946 575292

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Please follow: twitter.com/dreamtoysuk #dreamtoys

Notes to Editors

Spokespeople from the Toy Retailers Association, the British Toy and Hobby Association, all of the participating companies and the research company, NPD, will all be available for interview throughout the day. Child models will also be available for photography.

The Toy Retailers Association

The Association’s role is to inform and advise members on current and future legislation, as well as ethical practices in respect of toy safety, requirements under the Health and Safety Executive, consumer and employer rights.

It acts as both a watchdog and persuader to ensure fair play for toy retailers and represents the toy retail sector on government panels and safety organisations in the UK & Europe.

6 November 2013