



## **LeapPad Explorer and The Entertainer triumph at 2011 Toy Industry Awards**

Toy Fair, 24-26 January 2012, Olympia, London  
Toy Industry Awards, 24 January 2012, Banqueting House, London

**24 January 2012:** LeapPad Explorer (Leapfrog Toys), Hasbro and The Entertainer 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.

Organised by the British Toy & Hobby Association with the Toy Retailers Association (TRA) – the awards were presented at a prestigious event at Banqueting House in Central London following the first day of the 59<sup>th</sup> Toy Fair, which is currently taking place at Olympia in West London.

BTHA Chairman Christine Nicholls announced the winners of the Toy Retailer of the Year Awards, including a Judges Special Recognition Award presented for outstanding achievement in toy retail, which went to Bentalls of Kingston.

TRA Chairman Alan Simpson unveiled the Supplier of the Year Awards. A total of three TRA Special Recognition Awards were presented to Innovation First for their Hexbug range, Interplay for their Craft ranges and TY for Beanies & Beanie Boos. And Val Stedham was the acclaimed recipient of a TRA Industry Award for her services to the toy industry. The full line up of winners follows:

### **TOY RETAILER OF THE YEAR WINNERS:**

Independent Toy Retailer of the Year  
Multiple Toy Retailer of the Year  
Online Toy Retailer of the Year  
Toy Catalogue of the Year  
Toy Retailer (Grocer) of the Year  
Judges Special Recognition Award  
***Overall Toy Retailer of the Year***

W J Daniel & Co (Windsor)  
The Entertainer  
The Entertainer  
Smyths  
Tesco  
Bentalls (Kingston)  
***The Entertainer***

## TOY SUPPLIER OF THE YEAR AWARDS:

Collectable Toy of the Year  
Construction Range of the Year  
Game of the Year  
Pre-School Toy of the Year  
Girls' Toy of the Year  
Boys' Toy of the Year  
Doll of the Year  
Lifestyle Toy of the Year  
Toy License of the Year  
TRA Special Recognition Award  
TRA Special Recognition Award  
TRA Special Recognition Award  
TRA Industry Award  
Supplier of the Year

***Toy of the Year***

Moshi Moshlings, Vivid Toy Group  
Ninjago, Lego  
Doggie Doo, John Adams  
Toot Toot Drivers Car and Garage, Vtech  
Fijit Interactive Friends, Mattel  
Nerf N-Strike Maverick, Hasbro  
Disney Tangled Sing & Glow Rapunzel, Mattel  
LeapPad Explorer, Leapfrog  
Moshi, Mind Candy  
Hexbug, Innovation First  
Beanies and Beanie Boos, TY  
Craft Ranges, Interplay  
Val Stedham  
Hasbro

***LeapPad Explorer, Leapfrog***

Christine Nicholls, Chairman of the BTHA: "On behalf of the BTHA, I would like to congratulate all the winners of this year's Toy Retailer Awards. It was pleasing to see an increase in the number of entries, especially from the Independent sector. The judges had to deliberate long and hard to finalise the retailer shortlists because of the very high standard of entries received. Congratulations must also go to our worthy runners-up and our sincere thanks to everyone for their participation."

Alan Simpson, Chairman of the TRA, added: "This year we acknowledged the continuing influence of strong licences in Children's Entertainment. The launch of kids' tablets was a major step forward in early learning and skills and offers exciting platforms for the future. It also brings pricing into focus as the industry faces unprecedented price pressures from our far eastern sources and tests the nerves of retailers when stocks hit their autumn peak. The uncertainties of retailing in our threatened economy means many retailers cut prices too soon fearing for their survival and this damaged the industry and confused consumers about the real value of our goods. Businesses not only need cash flow but profits in order to survive, and children need toys for play, for life and for learning."

## NOTES TO EDITORS:

**Associations:** The BTHA (British Toy & Hobby Association) and the TRA (Toy Retailers Association)

**Toy Fair:** Toy Fair takes place 24-26 January, 2012 at Olympia in London. Please register at [www.toyfair.co.uk](http://www.toyfair.co.uk) and pick up your badges onsite.

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