



## MGA's L.O.L., Character Options and The Entertainer triumph at the 54<sup>th</sup> Toy Industry Awards

Toy Fair, 22-24 January 2019, Olympia, London  
Toy Industry Awards, 22 January 2019, Apex Room, Olympia London

**22 January 2019:** MGA's L.O.L., Character Options 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. BTHA Golden Teddy Awards were presented to Simon Kohler of Hornby Hobbies and Stuart Crawford of MV Sports for being ordinary people with extraordinary talents that have been dedicated to the toy industry for many years, in this case both individuals have contributed during careers which have spanned more than 40 years each.

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 66<sup>th</sup> annual Toy Fair, which is currently taking place at Olympia in West London.

BTHA Chair, Foye Pascoe, 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	Banba Toymaster
Specialist Multiple Toy Retailer of the Year (2-29 stores)	East Midland Toy Company
Specialist Multiple Toy Retailer of the Year (30 stores or more)	The Entertainer
General Multiple Toy Retailer of the Year	Sainsburys Argos
Department Store Toy Retailer of the Year	W J Daniel & Co, Windsor
Online Toy Retailer of the Year	Shop Direct

### ***Overall Toy Retailer of the Year***

**The Entertainer**

### **TOY AND SUPPLIER OF THE YEAR AWARDS:**

Plush Toy of the Year	Scruff-a-Luvs, Worlds Apart
Outdoor Toy of the Year	Super Wubble Bubble Ball, Vivid Imaginations
Craze of the Year	Soft'n Slo Squishies, Character Options
Game of the Year	Jumanji, Spin Master
Collectable Range of the Year	LOL Under Wraps, MGA Entertainment
Fashion Doll of the Year	Barbie Care Clinic, Mattel
Doll of the Year	Poopsie Surprise Unicorn, MGA Entertainment
Licensed Product Range of the Year	Harry Potter, Lego

Action Figure of the Year	Roblox, Jazwares
Pre-School Range of the Year	Paw Patrol, Spin Master
Supplier of The Year	Character Options
Toy of the Year	L.O.L., MGA Entertainment

Foye Pascoe, Chair of the BTHA: "On behalf of the BTHA, I would like to congratulate all the winners of this year's Toy Retailer Awards. In what was a challenging year, judges were impressed with the high standard of entries received and the achievements made in 2018 by all of the shortlisted retailers should be highly commended. Deliberations to finalise the retailer shortlists were long and hard because of the very high standard of entries received.

Congratulations must also go to our worthy runners-up who, it should still be remembered, were the best in their categories, and our sincere thanks to everyone for their participation."

Alan Simpson, Chairman of the TRA, added: "Our industry makes amazing and innovative toys that inspire joy and development in children. It was a difficult process to choose the few that could be shortlisted for a coveted award, and more difficult still to pick the winners from a competitive field of great products. On behalf of the Toy Retailers Association, I congratulate all those that were shortlisted and won awards for great products, licenses and for building strong relationships with retail partners to the benefit of our whole industry."

#### NOTES TO EDITORS:

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

**Toy Fair:** Toy Fair takes place 22-24 January 2019 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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