



**Retailers Award
2006**



We are delighted to announce the launch of our Toy Retailers Award Contest for 2006 and thank our sponsors Flair, Mattel, Ravensburger, Tomy and Vivid for their generous support

After last years highly successful relaunch we are again assured of an exciting contest in the new format and a high quality independent panel. In summary:

Objectives of the Awards

- Create excitement around the toy industry
- Elevate the profile of toys and toy stores
- Highlight the fact that toys and toy stores are good for children, good for families and good for the economy
- Promote excellence, best practice and innovation in toy retailing

Judged across Britain in 4 regions:

- Scotland & Northern England
- Wales, Midlands and East Anglia
- South, Channel Islands and the Isle of Wight
- Northern Ireland and the Republic of Ireland

...and in two categories:

- Multiples
- Independents

Results will be announced at the Toy Retailers Association Annual Awards Dinner at the International Hotel Canary wharf on 25th January 2007 alongside our annual Toy of the Year Awards to leading toys and their manufacturers.