



BTHA & TRA ANNOUNCE TOY INDUSTRY AWARD WINNERS

Toy Fair, 26-28 January 2010, Olympia, London
Toy Industry Awards, 26 January 2010, Banqueting House, London

26 January 2010: The great and good of the UK toy industry were honoured this evening at the annual Toy Industry Awards at Banqueting House in Central London as the first day of the 57th Toy Fair drew to a close.

The British Toy & Hobby Association (BTHA) – in association with the Toy Retailers Association (TRA) – announced the winners of the Toy Retailer and Supplier of the Year Awards. The coveted Toy Retailer of the Year Award was presented by the BTHA to independent retailer Stewart Miller from Northern Ireland and the TRA named Character Options' Go Go Hamsters as Toy of the Year. Flair Leisure Products was hailed the 2009 Supplier of the Year and Schleich was presented with a Special Recognition Award by the TRA.

The individual awards are as follows:

TOY RETAILER OF THE YEAR WINNERS:

Small Independent Toy Retailer: Imagination

Large Independent Toy Retailer: Stewart Miller

National Multiple Toy Retailer: The Disney Store

Toy Retailer (Grocer): ASDA

Toy Catalogue: Early Learning Centre

Online Toy Retailer: Argos

Toy Retailer of the Year: Stewart Miller

SUPPLIER OF THE YEAR AWARDS:

Creative Toy: Spin Master – Bendaroos Megapack

Active Toy: Mookie/G Prentice - Smart Trike

Feature Plush Toy: Vivid – Fluffy Go Walkies

Pre-School Licence Range: Character Options– Peppa Pig

Construction Range: Lego

Game of the Year: Hasbro – Monopoly City

Pre-School Toy: Vtech – Kidizoom

Girls Toy: Flair Leisure Products – Sylvanian Family Car & Caravan

Boys Toy: Bandai – Ben10 Figures

TRA Special Recognition Award: Schleich

Supplier of the Year: Flair Leisure Products

Toy of the Year 2009: Character Options – Go Go Hamsters

Roger Dyson, Chairman of the BTHA: “My congratulations to all the retailers taking home awards this evening, in particular Stewart Miller who won the Toy Retailer of the Year Award 2009. You have to be a very special retailer to win this award – one that not only offers an excellent range of toys and a pleasant consumer environment but also the highest standards of customer service.”

Gary Grant, Chairman of the TRA, added: “Given the difficult trading environment that all toy suppliers have had to endure over the last twelve months, it’s all the more impressive that they’ve come out fighting and continue to create innovative, ambitious and exciting product.”

NOTES TO EDITORS:

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

Toy Fair: Toy Fair takes place 26-28 January, 2010 at Olympia in London. Please register onsite.

For press information, please contact:

Charlotte Le Rougetel, Ravi Vijn or Dean Barrett at Bastion

Tel: 020 7421 7600

Email: toyfair@bastion.co.uk.