



## **THIS YEAR'S DREAM TOYS LIST THE MOST AFFORDABLE EVER**

### ***OVER HALF THE LIST PRICED AT £25 OR UNDER***

**Wednesday 6 November 2013:** The 50 toys that will dominate Christmas this year have been unveiled today at Dream Toys, the annual event hosted by the Toy Retailers Association.

This year over half of the toys on the list are priced at £25 or under. Selected by an independent panel of buyers that represents 80 per cent of toy retailers from stores that includes Hamley's, The Entertainer, Argos, Smyths Toys, Toys R US, Toymaster and ToyTown, 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 £25 and under toys are (in alphabetical order):

Air Hogs RC Atmosphere	Spin Master Toys
Barbie Mariposa	Mattel
Bop it! Tetris	Hasbro
Chasin' Cheeky	Hasbro
Crayola Creations Hot Heels	Vivid
Doc McStuffin Doctor's Bag Set	Flair Leisure Products
Ever After High Royal Doll Apple White	Mattel
Glitzi Globes Glitzi Showcase	Flair Leisure Products
Gooey Louie	John Adams Leisure
Hexbug Aquabot	Innovation First
Littlest Pet Shop Playset	Hasbro
LOGO Billionaire	Drumond Park
Monopoly Empire	Hasbro
Monster High 13 Wishes Doll	Mattel
Monsters University Sulley Monster Mask	Spin Master Toys
Moshi Monsters Poppet Secret Diary	Vivid

Nerf Rebelle Heartbreaker Bow	Hasbro
One Direction Dolls	Vivid
Peppa Pig's Theme Park Balloon Ride Playset	Character Options
Play-Doh Sweet Shoppe Perfect Twist Ice Cream	Hasbro
RoboFish	Zuru-Geemac
Silly Moo	John Adams Leisure
Something Special: Mr Tumble Interactive Toy	Golden Bear Products
Squeeze Cup Slushy Maker	Character Options
Star Wars Anakin Devient Vader Figure	Hasbro
Teenage Mutant Ninja Turtles Pop-Up Pizza Playset	Flair Leisure Products
The Zelfs	Character Options
Walking With Dinosaurs Gorgon Stomping Feet	Vivid

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>

“This category clearly illustrates the inclusiveness of the Dream Toys list, and its relevance to parents and families up and down the country,” 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 Toy reception on 07946 575292**

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## **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