



News for immediate release

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MEDIA BRIEFING NOTES

DREAM TOYS

The annual guide to the most wanted toys is being held this year on 5th October.

Dream Toys 2005 is a guide to what's hot for children at Christmas and is based on the independent views of Toy Retailers Association members, who base their predictions on what customers are asking for, children are excited by, and the latest trends in new products.

Dream Toys 2005 will include an exhibition and show, and a chance for a few lucky children to explore the Top 60 Dream Toys across six traditional and emerging categories from Pre-school to Big Kidz.

TOY FAIR DATES CONFIRMED

The annual Toy Retailers Association Awards Dinner will be held on Thursday, 26th January 2006.

The dinner will be held at the Platinum Suite, ExCel, London, during the British Toy Fair, which runs from Wednesday 25th January to Saturday 28th January.

The Fair, also held at ExCel is the leading UK exhibition for the toy industry. As a trade show it is not open to the public. The official Press Day is Wednesday 25th January from 10.00am until 6.00pm.

NEW CONSUMER STRATEGY

A new consumer strategy 'Fair Deal for All' includes a number of key points that affect members, according to the Toy Retailers Association.

Launched at the Trading Standards Institute conference in Brighton, the strategy covers the improvement of consumer protection by linking trading standards work across regions and making sure enforcers spend less time on routine enforcement against responsible businesses and more time cracking down on rogue traders.

Also launched is the Retail Enforcement Pilot, which comes out of the Department of Trade and Industry's five year programme 'Creating Wealth from Knowledge'. This initiative looks at a range of measures aimed at reducing the burdens of complying with regulations in the retail sector such as reducing multiple visits to retailers and establishing mechanisms to resolve conflicting requirements of enforcement agencies.

Further details from www.dti.gov.uk/ccp/topics1/consumer_strategy.htm

THE LAWN IS KING!

Despite fashion trends in home improving that have extended to gardens (e.g. decking and coloured gravel) the lawn remains top of the popularity polls.

With spending on lawn equipment, feeds and seed up on 2003 figures, it seems that the lawn is an essential area for families, especially during the summer months, when paddling pools, swings and other outdoor toys are in full use.

According to a survey by the Horticultural Trades Association, gardeners spent £392m caring for their lawns in 2004 - that's 5.5% more than in 2003.

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