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A CREATIVE CHRISTMAS FOR KIDS

Creativity and role play is at the very heart of the toy industry and with technology evolving at lightening speed, children are gearing up for the most exciting Christmas ever, says the Toy Retailers Association (TRA) today.

The 2010 annual 'Dream Toys' list from the TRA, the industry's official prediction of Christmas best-sellers, is packed full of kiddie versions of adult must-haves. From children's video cams to electric guitars to even the most realistic of toy puppies and grooming parlours, children are able to emulate their parents, friends and family like never before and with much more fun.

This year's Dream Dozen, in alphabetical order:

City Airport, Lego UK (£84.99)

Fireman Sam Deluxe Fire Station Playset, Character Options (£29.99)

FurReal Go Go Walking Pup, Hasbro (£59.99)

Jet Pack Buzz Lightyear, Mattel UK (£39.99)

Kidizoom VideoCam, VTech (£59.99)

Monopoly Revolution, Hasbro (£29.99)

Moon Dough Barn, Spinmaster Toys UK (£19.99)

Nerf N Strike Stampede ECS, Hasbro (£54.99)

Paper Jamz Guitar, Wow Wee Europe (£24.99)

'Pumpaloons' - action game, Drumond Park (£19.99)

Sylvanian Families Motorcycle and Sidecar, Flair Leisure (£24.99)

ZhuZhu Grooming Salon, Character Options (£22.99)

Gary Grant, Chairman of the TRA's Dream Toys Selection Panel, comments: "This year, the toy industry has combined innovation and creativity to respond to the ever-changing demands of children. The technological advancements used in many of the toys we reviewed this year were simply amazing, and demonstrate how forward thinking manufacturers are. In what has been a challenging yet extremely positive year for the toy industry, it is also refreshing to see the industry's faithful brands continuing to perform well to keep classic toys in the hearts of children everywhere."

“With licensed toys combining the fun and familiarity of popular characters as well as family games enjoying a resurgence, the top 72 list is a truly eclectic mix of the toys that will appeal to all age groups.”

Girls Top 12 Toys for Christmas

It’s all about animals this year in the **Girls** category as the **Sylvanian Families Motorcycle and Side Car** (Flair Leisure) follows the highly successful launch of their Meerkat Family, **Barbie Puppy Swim School** (Mattel UK), and **ZhuZhu Grooming Salon** (Character Options) for those delightful hamsters, all make their way onto the ultimate wish list. The **Ocean in My Pocket Coral Reef** (Corinthian) comes with a whale mother and three baby whales making it perfect for sea life enthusiasts.

The closest many kids can get to owning a real-life puppy, girls will love the **FurReal Go Go Walking Pup** (Hasbro) and **AniMagic Tender Care Twins** (Vivid) which are sure to make much loved furry friends.

Dolls are must-have too this year with **Bratz 10.10.10** (MGA Entertainment UK), **Moxie Girlz Art-titude Dolls** (MGA Entertainment UK), **Baby Alive Bouncing Babbles** (Hasbro) and **Baby Born Magic Feeding Doll** (Zapf Creation) all set to be at the top of every girls’ Christmas list. Mini fashionistas will have fun with the **Barbie A Fashion Fairytale Doll** (Mattel UK) and prepare for some screaming when girls unwrap the new **JLS Collector Dolls** (Vivid).

AniMagic Tender Care Twins	Vivid	RRP £19.99
Baby Alive Bouncing Babbles	Hasbro	RRP £24.99
Baby Born Magic Feeding Doll	Zapf Creation	RRP £34.99
Barbie A Fashion Fairytale Doll	Mattel UK	RRP £21.99
Barbie Puppy Swim School	Mattel UK	RRP £21.99
Bratz 10.10.10	MGA Entertainment UK	RRP £9.99
FurReal Go Go Walking Pup	Hasbro	RRP £59.99
JLS Collector Dolls	Vivid	RRP £14.99
Moxie Girlz Art-titude Dolls	MGA Entertainment UK	RRP £14.99
Ocean In My Pocket Coral Reef	Corinthian	RRP £19.99
Sylvanian Families Motorcycle and Side Car	Flair Leisure	RRP £24.99
ZhuZhu Grooming Salon	Character Options	RRP £22.99

Boys Top 12 Toys for Christmas

The **Boys** category is set for another bumper year with the Top 12 packed full of TV and film licenced toys as well as action packed battle sets and games.

This year's favourite film, *Toy Story 3*, has been brought to life with the **Jet Pack Buzz Lightyear** (Mattel UK) and **Sheriff Woody** (Vivid) whilst *Star Wars* has seen a revival with the **Clone Wars General Grievous Lightsaber** (Hasbro) and **Hoth Wampa Cave** (Lego UK). *Doctor Who* devotees will love the **Eleventh Doctor Sonic Screwdriver** (Character Options) and fans of *Halo* will have hours of fun with the **UNSC Arctic Rocket Warthog** (MEGA Bloks).

Let the battle commence with the **Armouron Action Set** (Bandai UK), **Beyblade Super Vortex Battle Set** (Hasbro) **Kung Zhu Battle Arena** (Character Options) and **Bakugan® Maxus Dragonoid 7-in-1** (Spinmaster Toys UK). No wish-list would be complete without something for the young car enthusiasts and both **Ben's Mark 10 Car** (Bandai UK) and **Hot Wheels Dr Bones Colour Lab** (Mattel UK) are sure to excite them.

Armouron Action Set	Bandai UK	RRP £29.99
Bakugan® Maxus Dragonoid 7-in-1	Spinmaster Toys UK	RRP £39.99
Ben's Mark 10 Car	Bandai UK	RRP £29.99
Beyblade Super Vortex Battle Set	Hasbro	RRP £24.99
Doctor Who Eleventh Doctor Sonic Screwdriver	Character Options	RRP £14.99
Hot Wheels Dr Bones Colour Lab	Mattel UK	RRP £39.99
Jet Pack Buzz Lightyear	Mattel UK	RRP £39.99
Kung Zhu Battle Arena	Character Options	RRP £29.99
Star Wars: Clone Wars General Grievous Lightsaber	Hasbro	RRP £34.99
Star Wars: Hoth Wampa Cave	Lego UK	RRP £39.99
Toy Story Collection Sheriff Woody	Vivid	RRP £39.99
UNSC Arctic Rocket Warthog	MEGA Bloks	RRP £19.99

Pre-School Top 12 Toys for Christmas

The pre-schoolers will be spoilt for choice this Christmas with a mix of fun and exciting treats that cover all key stages of development.

Toddlers will have hours of fun playfully developing their skills with the **Play To Learn Pic 'n' Pop** (Tomy) walker toy and they can sing along with the friendly **My Pal Scout** (Leapfrog Toys UK) who also learns your child's name.

Budding young firemen will enjoy getting to grips with the action packed **Fireman Sam Deluxe Fire Station Playset** (Character Options) and they can save the day with the brilliant **Fire Engine** from Playmobil (UK).

There's lots of exciting toys for train fanatics too with the **All Around Chuggington Train Set** (Learning Curve), **Thomas Zip, Zoom & Logging Adventure** (Mattel UK), and **DUPLO Toy Story The Great Train Chase** (Lego UK) all making it onto the wish list.

As your child develops, **Play To Learn Mr Colour Maker** (TOMY) is a great way for children to understand how to create colours and the **Storio** (VTech) e-book reader makes reading easy, fun and exciting. How about treating your kids to a **Kidizoom VideoCam** (VTech) so they can capture all of the Christmas Day festivities on film and much more?

Finally, after a great day of present opening and family time, children can cuddle up to new friends such as super soft **Toy Story Collection Lots 'O' Huggin Bear** (Vivid), who even smells of strawberries, and **Peppa Pig Lullaby Peppa** (Character Options) that sweetly sings a lullaby to help kids calmly drift off to sleep.

All Around Chuggington Train Set	Learning Curve	RRP £59.99
DUPLO Toy Story The Great Train Chase	Lego UK	RRP £34.99
Fire Engine	Playmobil (UK)	RRP £39.99
Fireman Sam Deluxe Fire Station Playset	Character Options	RRP £29.99
Thomas Zip, Zoom & Logging Adventure	Mattel UK	RRP £54.99
Kidizoom VideoCam	VTech	RRP £59.99
My Pal Scout	Leapfrog Toys (UK)	RRP £19.99
Peppa Pig Lullaby Peppa	Character Options	RRP £19.99
Play To Learn Mr Colour Maker	Tomy	RRP £24.99
Play To Learn Pic 'n' Pop	Tomy	RRP £39.99
Storio	VTech	RRP £59.99
Toy Story Collection Lots 'O' Huggin Bear	Vivid	RRP £39.99

Games Top 12 Toys for Christmas

There'll be no opportunity for post-Christmas snoozes this year as the **Games** group is jam packed full of great games for all the family to enjoy.

Old favourites have seen epic changes as **Monopoly Revolution** (Hasbro) now includes popular songs from over the last 7 and half decades; new **Boggle Flash** (Hasbro) features five electronic freestanding tiles; everyone gets involved on every go of **Trivial Pursuit: Bet You Know It** (Hasbro); and break the rules with the new **Scrabble Trickster** (Mattel UK).

Why not test your national knowledge with the '**Best of British**' board game (Drumond Park) or try your 'expelliarmus' spell this Christmas with the **Harry Potter Hogwarts Game** (Lego UK)?

Little ones will have hours of fun catching butterflies with **Elefun** (Hasbro), mastering a hole in one with the exciting **Gator Golf** (Hasbro) and racing one of the family to blow up a 3ft tall inflatable character with the '**Pumpaloons**' - action game (Drumond Park).

This year, be prepared to get addicted to **Cuponk** (Hasbro), a bouncing ball game of skill and patience, test the whole family's nerves with a hilarious game of **Jolly Octopus** (Ravensburger) and brilliant **Pig Goes Pop...kids action game** (Drumond Park). All sure fire hits this Christmas.

'Best of British' board game	Drumond Park	£29.99
Boggle Flash	Hasbro	£24.99
Cuponk	Hasbro	£12.99
Elefun	Hasbro	£14.99
Gator Golf	Hasbro	£14.99
Harry Potter Hogwarts Game	Lego UK	£24.99
Jolly Octopus	Ravensburger	£16.99
Monopoly Revolution	Hasbro	£29.99
Pig Goes Pop.. kids action game	Drumond Park	£16.99
'Pumpaloons' - action game	Drumond Park	£19.99
Scrabble Trickster	Mattel UK	£19.99
Trivial Pursuit: Bet You Know It	Hasbro	£29.99

Creative Play Top 12 Toys for Christmas

The **Creative Play** Top 12 is filled with inspiring gifts that will keep minds and hands busy long after Christmas Day.

Keep kids enchanted for hours on end with the **Disney Princess Snow Globe Maker** (John Adams & Toy Brokers) and they can keep all kinds of secrets hidden with the

super cool **Noteez** (Flair Leisure). Budding fashioning designers will love the **Harumika Designer Dress Form Set** (Bandai UK) and they can even create their own jewellery with the **Zubber Jewellery Maker** (Flair Leisure).

Watch kids release their artistic streak with the **Crayola Color Explosion™ Glow Dome** and the **Crayola Color Wonder™ Magic Light Brush** (both Vivid). Perhaps they would prefer to create their own farm with the **Moon Dough Barn** (Spinmaster Toys UK) or even make their own cute puppies with the **Play-Doh Puppies Playset** (Hasbro).

The 3D revolution has now hit the **Creative Play** category with the **Bendaroos Creativity Centre** (Spinmaster Toys UK) plus **Woody & Buzz to the Rescue** (Lego UK) allowing kids to enjoy even more of the **Toy Story** action.

Prepare to be amazed with the **City Airport** (Lego UK), the only airport where you want to stay for hours, and don't forget to get all the freight to the airport with the **City Cargo Truck** (Lego UK).

Bendaroos Creativity Centre	Spinmaster Toys UK	RRP £19.99
City Airport	Lego UK	RRP £84.99
City Cargo Truck	Lego UK	RRP £24.99
Crayola Color Explosion™ Glow Dome	Vivid	RRP £24.99
Crayola Color Wonder™ Magic Light Brush	Vivid	RRP £19.99
Disney Princess Snow Globe Maker	John Adams & Toy Brokers	RRP £24.99
Harumika Designer Dress Form Set	Bandai UK	RRP £21.99
Moon Dough Barn	Spinmaster Toys UK	RRP £19.99
Noteez	Flair Leisure	RRP £19.99
Play-Doh Puppies Playset	Hasbro	RRP £14.99
Toy Story 3 Woody & Buzz to the Rescue	Lego UK	RRP £14.99
Zubber Jewellery Maker	Flair Leisure	RRP £19.99

Cool Toyz Top 12 Toys for Christmas

This year's new category, **Cool Toyz**, celebrates the coolest, hippest toys on the market. Kids will become rock stars in an instant with the amazing **Paper Jamz Guitar** (Wow Wee Europe), and they can test their musical memories with **Loopz** from Mattel UK. Or take the ultimate rhythmic challenge with the latest **Bop It!** (Hasbro) that promises hours of fun.

Budding film makers will love the 'Animatazz' - animated movie-making kit (Drumond Park) and for the girls, the Barbie Video Girl (Mattel UK) will get them enjoying life both in front and behind the camera.

There is nothing cooler than a remote controlled toy and Cool Toyz has selected the very best. Choose from Air Hogs® Laser Zero Gravity, Air Hogs® Vectron Wave (both Spinmaster Toys UK), Bladez Micro Helicopter (Bladez Toyz), Zibits (Flair Leisure) and Battle Machines (re:creation).

Challenge your kids to construct the Technic Buggy (Lego UK) or alternatively treat them to the ultimate action toy, the Nerf N Strike Stampede ECS (Hasbro).

Air Hogs® Laser Zero Gravity	Spinmaster Toys UK	RRP £39.99
Air Hogs® Vectron Wave	Spinmaster Toys UK	RRP £24.99
'Animatazz' - animated movie-making kit	Drumond Park	RRP £24.99
Barbie Video Girl	Mattel UK	RRP £59.99
Battle Machines	re:creation	RRP £59.99
Bladez Micro Helicopter	Bladez Toyz	RRP £13.99
Bop It!	Hasbro	RRP £19.99
Loopz	Mattel UK	RRP £34.99
Nerf N Strike Stampede ECS	Hasbro	RRP £54.99
Paper Jamz Guitar	Wow Wee Europe	RRP £24.99
Technic Buggy	Lego UK	RRP £27.99
Zibits	Flair Leisure	RRP £9.99

The TRA reveals its predictions for the official Top Toys for Christmas at the Dream Toys 2010 media preview in St Mary's Church, Bryanston Square, Wyndham Place, Marylebone London on 27 October 2010.

-ENDS-

For further press information contact the Dream Toys Press Office at Grayling on 0207 025 7500.

Notes to Editors

1. Dream Toys list in 2009

- Bakugan Battle Pack, Spin Master (RRP £19.99)
- Battle Strikers Starter Set, Mega Brands (RRP £9.99)
- Ben 10 Alien Force Kevins DX Action Cruiser, Bandai (RRP £29.99)
- Bendaroos Mega Pack, Spin Master (RRP £19.99)
- GO GO Pets Hamsters, Character Options (RRP £9.99)
- GX Racers Tightrope Terror, Flair (RRP £22.99)
- Kidizoom Multimedia Digital Camera, V-Tech (RRP £49.99)
- LEGO Games Minotaurus, Lego (RRP £17.99)
- Monopoly City, Hasbro (RRP £24.99)

- **Princess Peppa's Palace, Character Options (RRP 39.99)**
- **Sylvanian Families Caravan, Flair (RRP £44.99)**
- **Transformers Movie 2 Voyagers Figures, Hasbro (RRP £22.99)**

2. Dream Toys is the best prediction every year. In 2009, nine out of twelve Dream Dozen were 1st or 2nd in their class over the year and some of them were brand new in the Christmas season.

Bakugan Battle Pack	#8 in Action Figures in 2009
Battle Strikers Starter Set	#2 in Miscellaneous Toys 2009
Ben 10 Alien Force Kevins DX Action Cruiser	#1 in Action Figures Playsets 2009
Bendaroos Mega Pack	#1 in Craft Kits 2009
GO GO Pets Hamsters	#2 in Special Features 2009
GX Racers Tightrope Terror	#8 in Vehicle Playsets & Accessories 2009
Kidizoom Multimedia Digital Camera	#1 in Electronic Entertainment 2009
LEGO Games Minotaurus	#4 in Children's Games 2009
Monopoly City	#2 in Family Board/Action Games 2009
Princess Peppa's Palace	#2 in Figures & Playsets 2009
Sylvanian Families Caravan	#1 in Playset Theme Figurines 2009
Transformers Movie 2 Voyagers Figures	#2 in Action Figures 2009

3. Toy Industry Statistics 2010

- Traditional Toys worth £2.7bn in 2009
- The UK toy industry has seen a 8.4% growth to £1.2billion between January to August 2010 vs £1.1billion over the same period in 2009.
- Online sales of toys increased 23% in value in the first half of 2010
- License sales represent 26% of total toy sales and grew 5% year to date August
- Toy Story is the number 1 property year to date August 2010 and ZhuZhu pets up to No.8
- Zhu Zhu hamster assortment is the top selling item year to date August 2010, with Lego's mini figures at No.8
- Building Sets is the top growth category so far this year

Facts compiled by NPD - the number one information provider to the toy industry in Europe and the United States, where it has a range of services tailored to meet the needs of the toy and youth entertainment industries. See www.npd.com.

4. Dream Toys is a media only event organised by the Toy Retailers Association.
5. This is the 44th year that the Toy Retailers Association has announced the Top Toys for Christmas. The Media Preview includes the latest new toys in the market as well as the Top 12.
6. The TRA represents around 2500 stores and over 100 different companies accounting for 60% of toy retailers.
7. The independent predictions are based on the Toy Retailers Association's 50 years experience as the voice of retailers and take into account what consumers are requesting, what excites children and the latest trends in new products.

Images

Press can access the online image gallery at

<http://www.toyretailersassociation.co.uk/press/index.php> then select Dream Toys

Photograph Gallery from the left-hand menu