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LITTLE STARS AT CHRISTMAS TIME

- Toys set to inspire childhood fame fantasies this year -

The toys predicted to dominate children's Christmas lists this year are set to ignite dreams of stage and screen fame, says the Toy Retailers Association (TRA) today. The TRA's annual 'Dream Toys' list, the only official prediction of Christmas best-sellers, reveals a trend towards music, film and TV inspired toys to indulge fame fantasies from the next generation of rockstars and screen heroes. Plenty of old favourites also make a comeback this year, reflecting the nation's love for nostalgic characters and brands.

This year's Dream Dozen, in alphabetical order:

BABY born® with Magic Potty, Zapf Creation® (RRP £33.99)

Bakugan™ Starter Pack, Spinmaster (RRP £12.99)

Ben 10 Deluxe Omnitrix, Bandai (RRP £15.99)

Catcha Beast, Bandai (RRP £19.99)

Cupcake Maker, Character Options (RRP £29.99)

Elmo Live, Mattel (RRP £59.99)

FurReal Biscuit, My Lovin' Pup, Hasbro (RRP £149.99)

High School Musical 3 Musical Dance Mat, Vivid Imaginations (RRP £22.99)

In The Night Garden Upsy Daisy and Her Chase and Play Bed, Hasbro (RRP £34.99)

My Life, Flair Leisure Products (RRP £49.99)

Rescue Pals Swim To Me Puppy, MGA Entertainment Ltd (RRP £29.99)

Star Wars Clone Trooper Voice Changer, Hasbro (RRP £29.99)

Gary Grant, Chairman of the TRA, comments: "This year, the top 72 really reflects the innovation and expertise at work in the UK toy industry. From clever new twists on old favourites to ingenious use of new technologies, this selection strikes the balance between familiar brands and the new kids on the block.

“It has been a challenging year for all businesses, but as a retailer I am delighted to see innovation continuing to come through. Even in an economic downturn, children still need exciting, good value toys to entertain and inspire their creativity,” he says.

Music takes the **Girls** category by storm this year, with the **Bratz™ Girls Really Rock Dolls** (MGA Entertainment Ltd), **High School Musical Sing Together Dolls** and the film-inspired **Camp Rock Gift Pack** (both Mattel) making it onto the wish lists of aspiring rock stars. Another musical hit is sure to be Mattel’s **Barbie Princess Liana Singing Doll**, which sings songs from the *Barbie and the Diamond Castle* movie. Younger girls will love Zapf Creation®’s **CHOU CHOU My First Tooth**, while animal lovers will be delighted to unwrap Vivid Imaginations’ **I Love Ponies Honey My Baby Pony**, or **FurReal Biscuit My Loving Pup** (Hasbro), **Sylvanian Families Old Hollow Oak Treehouse** (Flair Leisure Products), or the hottest or fittest VIPs from Hasbro’s **Littlest Pet Shop** range on Christmas day.

Girls Top 12 Toys for Christmas

BABY born® with Magic Potty	Zapf Creation®	RRP £33.99
Barbie Princess Liana Singing Doll	Mattel	RRP £21.99
Bratz™ Girlz Really Rock Dolls	MGA Entertainment Ltd	RRP £19.99
Camp Rock Gift Pack	Mattel	RRP £24.74
CHOU CHOU My First Tooth	Zapf Creation®	RRP £34.99
FurReal Biscuit My Loving Pup	Hasbro	RRP £149.99
High School Musical Sing Together Dolls	Mattel	RRP £22.99
I Love Ponies Honey, My Baby Pony	Vivid Imaginations	RRP £39.99
Littlest Pet Shop Tail Waggin’ Fitness Club	Hasbro	RRP £39.99
Littlest Pet Shop VIPs	Hasbro	RRP £12.99
Rescue Pals Swim To Me Puppy	MGA Entertainment Ltd	RRP £29.99
Sylvanian Families Old Hollow Oak Treehouse	Flair Leisure Products	RRP £74.99

TV and film inspire the **Boys** category this year, with nearly all of the selection featuring characters from our screens. Rev up Christmas for little petrolheads with Mattel’s film-inspired **Cars Walkin’ Talkin McQueen**, or the **Air Hogs® Zero Gravity™ Micro** (Spinmaster) Radio Controlled Vehicle. Figurine lovers won’t be

disappointed, with the **Gormiti Island of Gorm Playset** (Flair Leisure Products) and **WWE RAW Arena Playset** (Vivid Imaginations) both on the top 12 list. This year's hit animation Wall.E has also made its mark, with Vivid Imaginations' **Wall.E Transforming Robot** a newcomer to the list, while established favourites are represented with the **Power Rangers Overdrive Tracker** (Bandai), **Transformers Animated Roll Out Command Optimus Prime**, **Indiana Jones Hat & Whip Set** and the **Clone Wars AT-TE Vehicle** and **Star Wars Clone Trooper Voice Changer**(all Hasbro).

Boys Top 12 Toys for Christmas

Air Hogs® Zero Gravity™ Micro Radio Controlled Vehicle	Spinmaster	RRP £29.99
Bakugan™ Starter Pack	Spinmaster	RRP £12.99
Ben 10 Deluxe Omnitrix	Bandai	RRP £15.99
Cars Walkin' Talkin McQueen	Mattel	RRP £44.99
Clone Wars AT-TE Vehicle	Hasbro	RRP £99.99
Gormiti Island of Gorm Playset	Flair Leisure Products	RRP £29.99
Indiana Jones Hat & Whip Set	Hasbro	RRP £24.99
Power Rangers Overdrive Tracker	Bandai	RRP £13.99
Star Wars Clone Trooper Voice Changer	Hasbro	RRP £29.99
Transformers Animated Roll Out Command Optimus Prime	Hasbro	RRP £44.99
Wall.E Transforming Robot	Vivid Imaginations	RRP £14.99
WWE RAW Arena Playset	Vivid Imaginations	RRP £49.99

Younger children will be kept busy this Christmas with plenty of interactive toys in the **Pre-School** category. Budding engineers will have their pick of the **Bob The Builder Interactive Construction Site** (Born to Play), **Take Along Thomas Morgan's Mine Electronic Playset (RC2)**, or the **Roary the Racing Car Silver Hatch Workshop Playset** (Vivid Imaginations). Start work for the green generation with Playmobil's **Recycling Truck**. Imaginative little ones can blast off with the **Peppa Pig's Spaceship** (Character Options), go back in time with the **Playskool Kota The Triceratops** (Hasbro), laugh themselves silly with the **Mr Tickle Stretch & Giggle** or **Elmo Live!** (both Mattel), or get lost in a good story with the **LEAPFROG Tag Reading System**. The Teletubbies also make a comeback this year, with Tomy's **Dance With Me Teletubby** set to be a huge hit, and keen photographers will be

snapping away at the Christmas action with their **KidiZoom Multimedia Digital Cameras** (VTech).

Pre-School Top 12 Toys for Christmas

Bob The Builder Interactive Construction Site	Born To Play	RRP £49.99
Dance With Me Teletubby	Tomy	RRP £34.99
Elmo Live!	Mattel	RRP £59.99
In The Night Garden Upsy Daisy and Her Chase and Play Bed	Hasbro	RRP £34.99
KidiZoom Multimedia Digital Camera	VTech	RRP £49.99
Mr Tickle Stretch & Giggle	Mattel	RRP £29.99
Peppa Pig's Spaceship	Character Options	RRP £19.99
Playskool Kota the Triceratops	Hasbro	RRP £299.99
Recycling Truck	Playmobil	RRP £19.99
Roary the Racing Car Silver Hatch Workshop Playset	Vivid Imaginations	RRP £49.99
Tag Reading System	LEAPFROG	RRP £39.99
Take Along Thomas Morgan's Mine Electronic Playset!	RC2	RRP £34.99

The post-lunch Christmas **Games** session is likely to feature a blast from the past this year. Family favourites get a new twist, with top 12 appearances from a reinvented **Cluedo** , **Monopoly Here & Now: The World Edition** (both Hasbro), **20Q Hand Held**, **Scrabble 60th Anniversary Edition** (both Mattel) and the **Rubik's Cube Game** (Drumond Park). For something more energetic, families can battle it out on the **Bop It Extreme 2** (Hasbro), the **Kids Are All Right Electronic Game** (Vivid Imaginations) or the brand new visual hide-and-seek game **Pictureka!** (Hasbro). When the adults tire, kids will have their own fun with the **Disney Princess Magic Mirror Game** (Jumbo), **High School Musical 2 DVD Game** (Mattel), Tomy's hilarious new gallery-style shooting game **Quack-Shot**, or the **In The Night Garden Play Path** (Hasbro).

Games Top 12 Toys for Christmas

20Q Hand Held	Mattel	RRP £10.99
Bop It Extreme 2	Hasbro	RRP £19.99
Cluedo	Hasbro	RRP £14.99

Disney Princess Magic Mirror Game	Jumbo	RRP £14.99
High School Musical 2 DVD Board Game	Mattel	RRP £24.99
In The Night Garden Play Path	Hasbro	RRP £29.99
Kids Are All Right Electronic Game	Vivid Imaginations	RRP £19.99
Monopoly Here & Now: World Edition	Hasbro	RRP £24.99
Pictureka!	Hasbro	RRP £19.99
Quack-Shot	TOMY	RRP £14.99
Rubik's Cube	Drumond Park	RRP £9.99
Scrabble 60 th Anniversary Edition	Mattel	RRP £27.49

The **TechZone** category, covering the most exciting tech-toys and gadgets for kids, is full of clever must-haves this year. Vivid Imaginations' **iTeddy** is the perfect first media-player for kids, **Bladestar** (Character Options) is a revolutionary flying machine, and Meccano's WiFi **Spykee The Spy Robot** works as a mobile CCTV camera. Gadget girls will love the **Hannah Montana My Secret Pillow** (Character Options), the **IM-ME** messaging device, and the **My Meebas** (both Mattel); little musicians will be desperate to unwrap the new **Guitar RockStar** (Tomy); and pet lovers will be checking under their tree for virtual pet **Woogies** (Mattel) or for **Pleo** (Vivid Imaginations), the baby Camarasaurus that develops emotionally when showed love and affection.

TechZone Top 12 Toys for Christmas

Bladestar	Character Options	RRP £39.99
Catcha Beast!	Bandai	RRP £19.99
Guitar RockStar	Tomy	RRP £14.99
Hannah Montana My Secret Pillow	Character Options	RRP £19.99
High School Musical 3 Musical Dance Mat	Vivid Imaginations	RRP £22.99
IM-ME	Mattel	RRP £54.99
iTeddy	Vivid Imaginations	RRP £49.99
My Life	Flair Leisure Products	RRP £49.99
My Meebas	Mattel	RRP £16.99
Pleo	Vivid Imaginations	RRP £249.99
Spykee The Spy Robot	Meccano	RRP £199.99
Woogies	Mattel	RRP £14.99

The **Creative** top 12 will be keeping minds and hands busy well into the New Year with a range of imaginative play sets. This Christmas, kids can make their own chocolate coins with the **Golden Coin Maker** (John Adams), build creative structures with the **Magnext 360° Case** (Megabrands), and the **Bindeez 3D Super Studio** (Character Options), or create kooky aliens with the **Martian Matter Alien Maker** (Hasbro). Budding artists will love the **Rainbow AquaDraw** (Tomy), **Crayola Creations Illumination Station** (Vivid Imaginations) and the **Etch A Sketch** (Flair Leisure Products); and imaginations will be ignited with the **Puzzle Extra Assorted** (Jumbo) and the **Moon Sand Adventure Island** (Spinmaster). Film-inspired sets are also set to be popular, with the **High School Musical puzzleball** (Ravensburger) and **LEGO Star Wars V19 Torrent** (Lego) both likely to be on the wishlist for creative kids.

Creative Top 12 Toys for Christmas

Bindeez 3D Super Studio	Character Options	RRP £19.99
Crayola Creations Illumination Station	Vivid Imaginations	RRP £19.99
Cupcake Maker	Character Options	RRP £29.99
Etch A Sketch	Flair Leisure Products	RRP £14.99
Golden Coin Maker	John Adams	RRP £14.97
High School Musical puzzleball®	Ravensburger	RRP £9.99
LEGO Star Wars V19 Torrent	Lego	RRP £49.99
Magnext 360° MagnaCase	Megabrands	RRP £49.99
Martian Matter Alien Maker	Hasbro	RRP £17.99
Moon Sand™ Adventure Island	Spinmaster	RRP £24.99
Puzzle Extra Assorted	Jumbo	RRP £14.99
Rainbow AquaDraw	Tomy	RRP £24.99

The TRA revealed its predictions for the official Top Toys for Christmas at the Dream Toys 2008 media preview. This was held at St Mary's Church, Bryanston Square, Wyndham Place, Marylebone London on 15 October 2008.

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For further press information contact the Dream Toys Press Office at Grayling on 020 7255 1100.

Notes to Editors

1. Dream Toys is a media only event organised by the Toy Retailers Association and the British Toy and Hobby Association.
2. This is the 42nd 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.
3. The TRA has around 250 members accounting for 60% of toy retailers, while the British Toy and Hobby Association represents over 152 members accounting for over 90% of toys sold in the UK market.
4. 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 to the online image gallery at

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

Photograph Gallery from the left-hand menu