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CELEBRATE A PRICE CRUNCHING CHRISTMAS

- Affordable toys to inspire the young and old -

Shopping for Christmas toys this year won't break the bank balance says the Toy Retailers Association (TRA) today. The TRA's annual 'Dream Toys' list, the industry's official prediction of Christmas best-sellers, only contains toys priced under £50, ensuring an affordable and enjoyable Christmas for everyone.

This year's Dream Dozen, in alphabetical order:

- 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)**

Gary Grant, Chairman of the TRA, comments: "This year, the toy industry has turned the latest trends into up-to-the-minute concepts to provide today's kids with innovative and creative toys. The top 72 toys really demonstrate how forward thinking and pioneering the toy industry is. This year's list also reveals a trend towards nostalgic characters and brands which have been updated with a modern twist. Consumers are reverting back to heritage brands which will last longer than the Christmas season".

With licensed toys combining the fun and familiarity of popular characters as well as collectable, pocket money priced toys making a big comeback this year, we are in for an affordable, family orientated Christmas”.

Animals take the **Girls** category by storm this year, with the **GO GO Pet Hamsters** (Character Options), **Pony In My Pocket Pony Arena** (Corinthian), **FurReal Friends Lulu my Cuddlin’ Kitty** (Hasbro) and **Fluffy goes Walkies** (Vivid) making it onto the wish list of all young animal lovers. Children will also be thrilled to unwrap the **Animagic, Peanut My Playful Pup** (Vivid), the closest you can get to having your very own real-life puppy.

Dolls are set to make a come back this year in the form of the old and new, with **Baby Annabell 2009** (Zapf), **Sally Doll** (Zapf), **Cicciobello Love ‘n’ Care** (Flair) as well as **Barbie & The 3 Musketeers Corinne Doll** (Mattel) and **Liv Dolls Asst** (Spin Master). The Sylvanian Families are also back this year encouraging imaginative play with Flair’s **Sylvanian Families - The Pleasure Boat** and **Sylvanian Families - The Caravan**.

Girls Top 12 Toys for Christmas

Animagic, Peanut the Playful Puppy	Vivid	RRP £44.99
Baby Annabell 2009	Zapf	RRP £44.99
Barbie & The 3 Musketeers Corinne Doll	Mattel	RRP £19.99
Cicciobello Love ‘n’ Care	Flair	RRP £39.99
Fluffy Goes Walkies	Vivid	RRP £19.99
FurReal Friends Lulu my Cuddlin’ Kitty	Hasbro	RRP £49.99
GO GO Pets Hamsters	Character Options	RRP £9.99
Pony In My Pocket Pony Arena	Corinthian	RRP £24.99
Liv Dolls Assortment	Spin Master	RRP £19.99
Sally Doll	Zapf	RRP £24.99
Sylvanian Families - The Caravan	Flair	RRP £44.99
Sylvanian Families - The Pleasure Boat	Flair	RRP £49.99

It’s a bumper year for the **Boys** this Christmas, with the top 12 packed full of TV and film inspired toys, rip-roaring cars and battle sets. Figurine lovers won’t be disappointed with the **Gormiti Guardian Creature** (Flair), pre-historic buffs will

love **Screature** (Mattel) and those with a steady hand can blast darts from the **Nerf Raider Rapid Fire CS-35** (Hasbro).

Car lovers can relish in **Ben 10 Alien Force Kevins DX Action Cruiser** (Bandai) and can send GX Racers across tightropes to perform incredible stunts with the **GX Racers Tightrope Terror** (Flair). Star Wars and Transformers influence the list this year with **Star Wars Clone Wars Ultimate Blaster**, the **Transformers Movie 2 Deluxe Figures** and the **Transformers Movie 2 Voyagers** (all Hasbro). Prepare for battle with the **i-Bladez Flightstick and Salvation 3D Helicopter** (Bladez Toys), and the **H.M Armed Forces Tank** (Character Options), or engage your friends in combat with the **Battle Strikers Starter Set** (Mega Brands) and **Bakugan Battle Pack** (Spin Master).

Boys Top 12 Toys for Christmas

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
GX Racers Tightrope Terror	Flair	RRP £22.99
Gormiti Guardian Creature	Flair	RRP £19.99
H.M Armed Forces Tank	Character Options	RRP £39.99
i-Bladez Flightstick and Salvation 3D Helicopter	Bladez Toys	RRP £49.99
Nerf Raider Rapid Fire CS-35	Hasbro	RRP £29.99
Screature	Mattel	RRP £34.99
Star Wars Clone Wars Ultimate Blaster	Hasbro	RRP £39.99
Transformers Movie 2 Deluxe Figures	Hasbro	RRP £12.99
Transformers Movie 2 Voyagers Figures	Hasbro	RRP £22.99

Licensed toys and technology continue to shine in the **Pre-School** group with **Princess Peppa's Palace** (Character Options) and **In The Night Garden Sleepy Time Igglepiggle** (Hasbro).

Well-loved faces, familiar to parents and children alike make an appearance with **My First Remote Control Thomas** (Tomy) and **Postman Pat Vehicles** (Character Options). Budding engineers will have their pick of the **Fisher Price Lets Get to**

Work Manny or the **Stack n Surprise Count n Build Snail Pail** (both Mattel). Imaginative little ones can figure out the crazy world of **The WotsWots Zoom Along Plush** (Hasbro), giggle along with **Waybuloo Peek a Lau Lau** (Mattel) or get lost in a good book with the **LEAPFROG Tag Reading System**.

Let children cuddle up with **Night Night Timmy** (Vivid) or take their first steps with V-Tech's **First Steps Walker PINK**, and keen photographers will be snapping away at the Christmas action with their **Kidizoom Multimedia Digital Cameras** (V-Tech).

Pre-School Top 12 Toys for Christmas

First Steps Walker PINK	V-Tech	RRP £29.99
Fisher Price Lets Get To Work Manny	Mattel	RRP £22.99
Stack n Surprise Count n Build Snail Pail	Mattel	RRP £16.99
In The Night Garden Sleepy Time Igglepiggle	Hasbro	RRP £39.99
Kidizoom Multimedia Digital Camera	V-Tech	RRP £49.99
My First Remote Control Thomas	Tomy	RRP £19.99
Postman Pat Vehicles	Character Options	RRP £9.99
Princess Peppa's Palace	Character Options	RRP £39.99
Tag Reading System	Leapfrog	RRP £44.99
Night Night Timmy	Vivid	RRP £17.99
Waybuloo Peek a Lau Lau	Mattel	RRP £26.99
The WotsWots Zoom Along Plush	Hasbro	RRP £34.99

There's something for the big kids amongst us within the **Games** group this year as old favourites such as **Rubiks 360** (Drummond Park), **Monopoly City** (Hasbro) and **Jenga** (Hasbro) are updated with a modern twist.

Energetic games which are ideal for families the whole year round include **New Bop It**, **Gator Golf** and **Pictureka Flipper** (all Hasbro). There are more challenging games for the brain-boxes amongst us with the **LOGO Game** (Drummond Park) **LEGO Games Ramses Pyramid** (Lego) and **Peppa Pig Tumble and Spin** (Jumbo). Little hands will also be kept busy with the **Topsy Turtle** (Hasbro) and **Uno Moo** (Mattel) and Lego engages a new audience with the **LEGO Games Minotaurus**.

Games Top 12 Toys for Christmas

Gator Golf	Hasbro	RRP £14.99
Jenga	Hasbro	RRP £9.99
LOGO Game	Drumond Park	RRP £29.99
LEGO Games Minotaurus	Lego	RRP £17.99
Monopoly City	Hasbro	RRP £24.99
Bop It	Hasbro	RRP £19.99
Peppa Pig Tumble and Spin	Jumbo	RRP £12.99
Pictureka Flipper	Hasbro	RRP £24.99
LEGO Games Ramses Pyramid	Lego	RRP £19.99
Rubiks 360	Drumond Park	RRP £13.99
Topsy Turtle	Hasbro	RRP £16.99
Uno Moo	Mattel	RRP £14.99

The **Construction** category, covering the most exciting and complex building games for kids, is full of toys which will provide hours of fun this Christmas. Let kids get lost in the Star Wars saga with the **Star Wars Echo Base** and the **Star Wars Darth Vader's Tie Fighter** or get technical with the **Power Miners Titanium Command Rig 8964** (all Lego) or the **MagNext Systems Deluxe** (Mega Brands).

Little ones can start their building appetite with the **Duplo Feeding Zoo** (Lego), the **Play 'n' Go Table** (Mega Brands) or the **Police Seaplane** (Playmobil) while petrol heads can build their own remote controlled vehicles, **Tuning RC Carbon Style Car** (Meccano) and create their own **City Garage** (Lego).

Finally, kids can be inspired by **Spykee Micro** (Meccano) the remote controlled robot, venture into another time and place with the **Pyramid** (Playmobil) or build their own fairground with the **K' Nex Amusement Park Series** (Tomy).

Construction Top 12 Toys for Christmas

City Garage	Lego	RRP £59.99
Star Wars Echo Base	Lego	RRP £19.99
Duplo Feeding Zoo	Lego	RRP £39.99
K'Nex Amusement Park Series	Tomy	RRP £24.99
MagNext System Deluxe	Mega Brands	RRP £14.99
Play 'n' Go Table	Mega Brands	RRP £29.99
Police Seaplane	Playmobil	RRP £24.99
Power Miners Titanium Command Rig	Lego	RRP £59.99

8964		
Pyramid	Playmobil	RRP £59.99
Spykee Micro	Meccano	RRP £22.99
Star Wars Darth Vader's Tie Fighter	Lego	RRP £31.99
Tuning RC Carbon style Car	Meccano	RRP £44.99

The **Creative Top 12** will be keeping minds and hands busy well into 2010 as the list is overflowing with choice. This Christmas, kids can release their artistic streak by creating magical creatures with **Bendaroos Mega Pack**, the **Paperoni Deluxe Studio**, (both Spin Master) or **In The Night Garden AquaDraw** (Tomy). Doodle with **Glo Doodle** (Spin Master); a re-usable glow in the dark surface, or create amazing illusions with light with the **Crayola Glo-Station** (Vivid).

For budding young chefs, the **Lets Cook Fruit Factory** (Character Options) allows you to turn fruit into delicious juice, scrumptious smoothies and tasty ice cream whilst Hasbro's **Play-Doh Magic Swirl Ice-Cream Shoppe Playset** magically makes ice cream out of dough. Alternatively, let your girls make their own jewellery with **Toobie Woobies** or **Aqua Beads Mini Playset** (both Flair). Young musicians can create their own music on **U-Create Music** (Mattel), Ben 10 fans can create their own identity cards with the **Ben 10 Hero Identity Station** (Flair) and the **Crayola 3 in 1 Sticker Studio Mega Pack** (Vivid) will get kids sticker-tastic this Christmas.

Creative Top 12 Toys for Christmas

Ben 10 Hero Identity station	Flair	RRP £17.99
Bendaroos Mega Pack	Spin Master	RRP £19.99
Crayola 3 in 1 Sticker Studio	Vivid	RRP £16.99
Crayola Glo-station	Vivid	RRP £22.99
Aqua Beads Mini Playset	Flair	RRP £15.99
Glo Doodle	Spin Master	RRP £19.99
In The Night Garden Aquadraw	Tomy	RRP £29.99
Lets Cook Fruit Factory	Character Options	RRP £19.99
Paperoni Deluxi Studio	Spin Master	RRP £19.99
Play-Doh Magic Swirl Ice-Cream Shoppe Playset	Hasbro	RRP £17.99
Toobie Woobies	Flair	RRP £14.99
U-Create Music	Mattel	RRP £34.99

The TRA revealed its predictions for the official Top Toys for Christmas at the Dream Toys 2009 media preview. This was held at St Mary's Church, Bryanston Square, Wyndham Place, Marylebone London on 28 October 2009.

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For further press information contact the Dream Toys Press Office at Grayling on 020 7932 1850.

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 43rd 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