



THE CHRISTMAS 2013 MUST-HAVE TOYS ARE UNVEILED

'GRANNY KNOWS BEST' – THE TOYS THAT JUST KEEP GIVING

Wednesday 6 November 2013: Play value and the wisdom of experienced gift givers of all ages are recognised today at Dream Toys 2013 within the new category of *'Granny Knows Best'*.

The 13 toys selected represent lines that endure modern fads and fashions and will continue to be treasured long after the Christmas tree has been taken down and the decorations packed away.

Dream Toys is the annual event hosted by the Toy Retailers Association where the top 50 toys that will dominate this Christmas are unveiled. Selected by an independent panel of buyers that represent 80 per cent of the toy retail business, 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 toys in this category are (in alphabetical order):

Baby Annabell Doll	Zapf Creation UK
Cheerin' Minnie	Mattel
City Coast Guard	LEGO Company
Disney Planes Wing Control RC Dusty	Mattel
Fireman Sam Drive & Steer	Character Options
Littlest Pet Shop Playset	Hasbro
LOGO Billionaire	Drumond Park
Monopoly Empire	Hasbro
Something Special: Mr Tumble Interactive Toy	Golden Bear Products
Thomas' Adventure Castle	Mattel
Toot-Toot Drivers Train Station	VTech Electronics Europe

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>

“From experience, parents and grandparents know the toys that will continue to be played with way beyond Christmas. This category highlights the toys that will be popular with gift givers of all ages this Christmas and beyond,” 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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Please follow: twitter.com/dreamtoysuk #dreamtoys

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