



PLAY PATTERNS A FOCUS FOR DREAM TOYS 2013

'LET'S GET BUSY' CATEGORY PROMOTES TOYS THAT TEACH CREATIVE SKILLS

Wednesday 6 November: Toys that tap into children's creativity and help them with essential learning skills were showcased today in this year's Dream Toys list. The 'Let's Get Busy' category includes ingenious toys that enable children to make their own slushy drinks, create snow globes or personalise their own secret diary.

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):

Glitzi Globes Glitzi Showcase	Flair Leisure Products
LeapReader, Reading and Writing System	Leapfrog Toys
Play-Doh Sweet Shoppe Perfect Twist Ice Cream	Hasbro
Moshi Monster's Poppet Secret Diary	Vivid
Read with Me Scout	Leapfrog Toys
Roar 'n' React Boris Tyrannosaurus Ultimate T-Rex	TOMY
Sofia the First Magical Talking Castle	Mattel
Squeeze Cup Slushy Maker	Character Options
The Zelfs	Character Options

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>

“Play is an important part of a child’s development,” commented Gary Grant, Chair of the Dream Toys committee. “The Dream Toys in this category are all about play patterns and the different skills children learn from playing. Whether that is reading, writing, imaginative or creative skills, all these toys manage to bring fun and interesting elements to learning and we expect them to be a big hit this year at retail.”

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	

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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