

Screen Favourites Play Leading Role in Toy Wish List This Christmas

The official Top Toys for Christmas are announced by the Toy Retailers Association

The official Top Toys for Christmas predictions, announced today by the Toy Retailers Association (TRA), reveal that the fantasy world of entertainment has influenced the toys that will grab the imaginations of kids this Christmas.

TRA Top 12 Toys for Christmas 2006 (in alphabetical order)

- Baby Born with magic eyes, Zapf (RRP £39.99)**
- Bratz Forever Diamondz Assortment, Vivid (£24.99)**
- Cars Fast Talkin' McQueen, Mattel (RRP £39.99)**
- Deal or No Deal Electronic Board Game, Drumond Park (RRP £29.99)**
- Dr Who Cyberman Mask, Character Options (RRP £29.99)**
- Let's Dance Barbie Doll, Mattel (RRP £39.99)**
- Paper FX, Flair (RRP £19.99)**
- Pixel Chix Mall, Mattel (RRP £29.99)**
- Tamagotchi Connexion V3, Bandai (RRP £12.99)**
- Thomas Aquadraw, Tomy (RRP £29.99)**
- Trivial Pursuit 90's, Hasbro (RRP £29.99)**
- V.Smile Baby, VTech (RRP £39.99)**

The Top 12 is selected from the TRA's 'Top 72' covering six popular categories: Pre-school, Boys, Girls, Hip 'n' Kool, Games and Creative.

Gary Sadler, chairman of the TRA commented:

"The toy industry turns the latest trends into up-to-the-minute concepts to provide today's kids with innovative and creative toys. We are currently seeing a resurgence in licensed toys, which combine fun and playability with the familiarity of popular characters. However, we've also seeing a real shift towards toys that truly capture the imaginations of children, young and old. Kids today really do have an amazing choice of toys."

The **girls Top 12** are an exciting mixture of glitz and glamour coupled with traditional favourites and advanced technology. **Bratz Forever Diamondz Assortment (Vivid)** comes with a unique gift - a piece of jewellery with a real diamond! With a passion for fashion, **Girl Crush Streak and Style (Spin Master)** allows the young and trendy to experiment with funky hair colours (easily

washable of course!). Using special wrist and ankle bracelets, **Let's Dance Barbie** (Mattel), which is based on the sixth Barbie movie, now moves as you do so that you can dance together, while Tomy's **Nintendogs** provides a techy edge for the younger girl in this category; the cute doggies come with a special magnetic bone which makes them perform tricks.

Girls Top 12 Toys for Christmas

Animal Hospital Horse Rescue	Vivid	£29.99
BABY Born with magic eyes	Zapf	£39.99
Barbie Princess Genevieve	Mattel	£19.99
Bratz Forever Diamondz Funky Fashion Makeover	Vivid	£26.99
Bratz Forever Diamondz Assortment	Vivid	£24.99
Disney Princess Chair	MartinYaffe	£19.99
Girl Crush_ Streakand Style	Spin Master	£17.99
Let's Dance Barbie Doll	Mattel	£39.99
Nintendogs - Assortment	Tomy	£9.99
Polly Pocket Rockin' Theme Park	Mattel	£29.99
Sylvanian Wedding Chapel	Flair	£24.99
Tawny Walking Horse	Mattel	£24.99

Boys will be boys and their **Top 12** is packed with rip roaring cars, action figures and sci-fi adventure. **Cars Fast Talkin' McQueen** (Mattel) is the ultimate interactive toy. Inspired by the hit movie, the car performs 15 stunts and tricks, says over 30 fun phrases and makes fun of himself if he crashes. **Dr Who Cyberman Mask** (Character Options) will give boys an experience they'll never forget; the voice changer transforms a boy's voice into that of a Cyberman's, straight out of the popular TV programme. Innovative sci-fi favourite, **Test Tube Alien** (Re:creation), is predicted to be a playground craze this winter. Using a test tube, kids hatch their alien from a chrysalis and then monitor its health, extending their lives using an interactive website.

Boys Top 12 Toys for Christmas

Air Hogs Zero Gravity	Spin Master	£79.99
Cars Fast Talkin' McQueen	Mattel	£39.99
Cars Rip Sticker Racer	Mattel	£9.99
Dr Who Cyberman Mask	Character	£29.99
Dr Who Tardis Playset	Character	£39.99
Hot WheelsTerrorDactylTrack Set	Mattel	£49.99
Optimus Prime 20th	Hasbro	£39.99
Pirates of the Caribbean Isla Cruces	Vivid	£24.99
Power Rangers SPD Patrol Cycles	Bandai	£9.99
Star Wars Transformer Deluxe	Hasbro	£29.99
Test Tube Aliens	Recreation	£12.99
WWE Real Sounds Arena	Vivid	£24.99

Licensed toys and technology continue to shine in the **Pre-school** group with **Fifi and the Flowertots 3 Wheeled Scooter** (Halsall), **Fireman Sam Jupiter** (Martin Yaffe) and **RC Steam & Sound Thomas** (Tomy). Vtech's **V Smile Baby**, an interactive learning experience for babies as

young as nine months, along with Mattel's **Kid Tough Digital Camera** - an easy to use camera for kids that includes a drop-proof shell, two-eye viewing and Auto Flash - provide kids with engaging ways to play from a very early age.

Pre-school Top 12 Toys for Christmas

Baby Gymtastics Bounce'n'Spin Zebra	Mattel	£44.99
T J Beary Tales	Hasbro	£49.99
Bob the Builder Workshop	MartinYaffe	£29.99
Fifi and the Flowertots 3-Wheeled Scooter	David Halsall	£19.99
Fireman Sam Jupiter with Light and Sound	MartinYaffe	£15.99
Kid Tough Digital Camera	Mattel	£59.99
Lazytown Get Up Super Sporticus Set	Mattel	£19.99
RC Steam & Sound Thomas	Tomy	£29.99
Smartville Alphabet Train Station	VTech	£29.99
Turbo Tail Tigger	Mattel	£24.99
V.Smile	VTech	£39.99
V.Smile Baby	VTech	£39.99

The **Creative** market is also positively brimming with choice. Revolutionary **Paper FX Dream Weaver** (Flair) transforms used magazines and newspapers into chic and stylish fashion bags, purses, wallets and coasters, while **Bag It!** (Bandai) makes cool charms for bags, purses or mobile phones...girls have never been so spoilt for choice! For the younger kids in this category, **Thomas Aqua Draw** (Tomy) is definitely one that mums will love; no pens, no crayons, no paper and no mess! And for the boys, they can battle it out with **Bionicle Piraka Stronghold** figures (Lego).

Creative Top 12 Toys for Christmas

Bag It! Maker	Bandai	£14.99
Bionicle Piraka Stronghold	Lego	£49.99
Cella Sticker MAGNET maker	Tomy	£19.99
CITY Airport	Lego	£69.99
Crayola Doodle Doug	Vivid	£12.99
Gr8 Gear Glitterator	Character	£16.99
K'nex 350+ Green Tub	Hasbro	£19.99
Li'l Luvables Fluffy Factory Hero	Spin Master	£24.99
Paper FX Dream Weaver	Flair	£19.99
Play-doh Fuzzy Pumper Crazy Cuts	Hasbro	£9.99
Pirates of the Caribbean Black Pearl Pirate Ship	MegaBrands	£39.99
Thomas Aquadraw	Tomy	£29.99

There's also something for the big kids among us within the **Games group**. **Deal or No Deal**, the popular TV programme that's swept the nation this year, has been turned into an **Electronic Board Game** (Drumond Park). If general knowledge is more your bag, check out **Trivial Pursuit 90s** from Hasbro (how could we ever forget MC Hammer and Vanilla Ice!?).

Games Top 12 Toys for Christmas

Bop It Black & White	Hasbro	£24.99
My Q	Character	£29.99
Deal or No Deal Electronic Board Game	Drumond Park	£29.99
Elefun	Hasbro	£12.99
Family Cranium	Recreation	£24.99
Hullabaloo	Recreation	£19.99
Monopoly Here & Now Electronic Banker	Hasbro	£24.99
Friends Scene-It	Mattel	£36.99
Speed Stacks	Character	£34.99
Sshh Don't Wake Dad	Tomy	£14.99
Trivial Pursuit 90s	Hasbro	£29.99
20Q	Radica	£9.99

From the nostalgia of the 90s, to **Hip 'n' Kool** toys of the new century. A brand new category for 2006, Hip 'n' Kool is packed with high-tech and innovative creations for all ages. **Tamagotchi V3** (Bandai), the best selling toy in the UK since the beginning of the year, has been updated with a new look, new designs, colours, characters and games. Variations on the theme have also sprouted too, with **Pixel Chix Mall** (Mattel) and **Cube World** from Radica. One toy that will certainly sort the boys from the men is **N.S.E.C.T** by Mattel; a digital radio controlled vehicle which features advanced variable motion technology to give it an incredible realistic bug movement...lads and dads will definitely be fighting for the controls!

Hip 'n' Kool Top 12 Toys for Christmas

Cube World Packs Series 2	Radica	£19.99
Digi Makeover	Radica	£59.99
Dr Who RC K-9	Character	£39.99
Fur Real Cuddle Chimp	Hasbro	£34.99
Littlest Pet Shop Digipet	Hasbro	£12.99
Magnetix-Specials 90pcs Clear Light Cubes	MegaBrands	£24.99
Mindstorms NXT	Lego	£179.99
NSECT	Mattel	£89.99
Pixel Chix Mall	Mattel	£29.99
Roboreptile 1	Character	£89.99
Tamagotchi Connexion V3	Bandai	£12.99
Teksta	Vivid	£39.99

The TRA revealed its predictions for the official Top Toys for Christmas at the Dream Toys 2006 media preview. This was held at St Mary's Church, Bryanston Square, Wyndham Place, Marylebone London on 11 October 2006.

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For further press information contact the Dream Toys Press Office at Grayling PR on 020 7255 1100. Or contact Debbie Howard or Heather Battams on 07740 596 496 or 07929 509652.

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 40th 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 400 members accounting for 75% of toy retailers, while the British Toy and Hobby Association represents over 148 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.