

**PHOTOCALL**  
**WEDNESDAY 11<sup>TH</sup> OCTOBER**

**Christmas 2006 – The Official Top Toys  
Unwrapped For the First Time**

- WHAT:** Dream Toys 2006 – The Industry's *Official* Top Toy predictions for Christmas Media Preview
- WHERE:** St Mary's Church, Wyndham Place, off York Street, Marylebone, London W1
- WHEN:** Wednesday 11 October 2006
- TIME:** 7.00am until 2.00pm

The very coolest toys, unboxed and ready for the cameras, will be unveiled by the Toy Retailers Association on Wednesday 11th October. St Mary's church will be transformed in to a *Winter Wonderland* for the day, and will host the festive offerings of the UK's leading toy manufacturers. Excited children, desperate to get hold of the **toys** predicted to be flying off the shelves this **Christmas**, will be available for interviews and pictures.

Plus...

- ✓ **St Mary's will go 'high-tech' with live demonstrations** of the latest in innovative toys...including a voice changer mask and a car which can communicate with 30 different phrases.
- ✓ Plus, army officers will be recruiting the press to help demonstrate N.S.E.C.T., the **NEW robotic creature** from Mattel
- ✓ UK **Speed Stacker champion**, Kate Parker, will demonstrate the latest craze that has swept the nation
- ✓ **Captain Jack Sparrow** (aka Johnny Depp lookalike) will be on hand to introduce the popular Pirates of The Caribbean range
- ✓ Plus all your favourite characters from Lego's **Mr Brick** to Bandai's **Pocoyo**

~ ends ~

**For more information call Drew Mills, Victoria Pilkington-Miksa, Debbie Howard, or Heather Battams on 020 7255 1100, or email [dreamtoys@uk.grayling.com](mailto:dreamtoys@uk.grayling.com)**

**Note 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 overall Top 12 and Top 12s for 6 major categories from Pre-School to Games.
3. The TRA has around 400 members accounting for 75% of toy retailers, while the British Toy and Hobby Association represents over 150 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.
5. **Children at the event are available for photography.**