



THE WISH LIST WONDERS

THE DREAM TOYS THAT WILL BE THE TALK OF THE PLAYGROUND

Wednesday 6 November 2013: The Dream Toys 2013 list includes the category 'Playground Banter' in recognition of those toys that will possibly be heading up the nation's wish lists and fuelling playground banter post Christmas.

The 'Playground Banter' toys are (in alphabetical order):

Chasin' Cheeky	Hasbro
Ever After High Royal Doll Apple White	Mattel
Furby Boom!	Hasbro
Goey Louie	John Adams Leisure
Monster high 13 Wishes Doll	Mattel
Nerf N-Strike Elite Rapidstrike CS-18	Hasbro
Nerf Rebelle Heartbreaker Bow	Hasbro
Silly Moo	John Adams Leisure
The Trash Pack Sewer Dump	Flair Leisure Products

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>

"There's no doubting that this selection of toys is going to be highly popular as it includes toys that brings out the child in all of us; great cross-generational toys that have fun at the heart of their play value," 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
Flair Leisure Products
Innovation First
LEGO Company
TOMY Vivid
Zapf Creation

Character Options
Golden Bear Products
John Adams Leisure
Mattel
VTech Electronics Europe
Zuru-Geemac

Drumond Park
Hasbro
Leapfrog Toys
Spin Master Toys

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 Associations role is to inform and advise members on current and future legislation, as well as ethical practices in respect of toy safety, requirements under 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