

Outstanding personal performance and achievement was celebrated by both sides of the industry. The Toy Retailers Association presented their Special Recognition Award to EPOCH making toys. The British Toy & Hobby Association presented Golden Teddy awards to Tom Beach of the toy industry's technical and safety world, and Mike Frost of Generation Media. The Toy Retailers Association also paid tribute to the personal achievement of Paul Dean, retiring from Mattel, for his continuous commitment to supporting the independent sector throughout his career.

Phil Ratcliffe, Chairman of the BTHA: "On behalf of the BTHA, I would like to congratulate all the winners of this year's Toy Retailer Awards. It was pleasing to see an increase in entries this year, especially from the independent sector and UK department stores. The judges deliberated long and hard to find this year's winners because of the very high standard of entries received. Congratulations must also go to our worthy runners-up who, it should still be remembered, were the best in their categories, and our sincere thanks to everyone for their participation."

Alan Simpson, Chairman of the TRA, added: "This has been a good year for our industry with buoyant sales and some recovery of margin. Those companies who were selected by our panel as worthy winners this year have each made unique contributions to that success with new standards of excellence in licence marketing, toy design, innovation and service to the core channel of retailers, who reflect those same standards on-line and in the high street"

NOTES TO EDITORS:

Associations: The BTHA (British Toy & Hobby Association) and the TRA (Toy Retailers Association)

Toy Fair: Toy Fair takes place 24-26 January 2016 at Olympia in London. Please register at www.toyfair.co.uk and pick up your badges onsite.

For press information, please contact:

Ravi Vijh at Bastion PR

Tel: 020 7269 7900 or at Toy Fair on 020 7598 6514.

Email: toyfair@bastion.co.uk.

