



MGA's L.O.L. Surprise, Spinmaster and Toytown triumph at the 53rd Toy Industry Awards

Toy Fair, 23-25 January 2018, Olympia, London
Toy Industry Awards, 23 January 2018, Apex Room, Olympia London

23 January 2018: MGA's L.O.L. Surprise, Spinmaster and Toytown triumphed at this evening's annual Toy Industry Awards winning Toy of the Year, Supplier of the Year and Toy Retailer of the Year, respectively. A BTHA Golden Teddy Award was also presented to Colin Rossiter of Character Options for outstanding achievement and a career in the toy industry which has spanned 40 years.

Organised by the British Toy & Hobby Association with the Toy Retailers Association (TRA) – the awards were presented at the gala event held in Olympia's Apex Room following the first day of the 65th annual Toy Fair, which is currently taking place at Olympia in West London.

BTHA Chairman, Jon Diver, announced the winners of the Toy Retailer of the Year Awards, and TRA Chairman, Alan Simpson, unveiled the Toy and Supplier of the Year Awards. The full line up of winners follows:

TOY RETAILER OF THE YEAR WINNERS:

Small Independent Toy Retailer of the Year	Just Williams Toys
Large Independent Toy Retailer of the Year	Toymaster Cavan
Specialist Multiple Toy Retailer of the Year (up to 5 stores)	Toy Galaxy
Specialist Multiple Toy Retailer of the Year (up to 25 stores)	Kids Stuff Toys
Specialist Multiple Toy Retailer of the Year (over 25 stores)	Toytown
General Multiple Toy Retailer of the Year	Argos
Department Store Toy Retailer of the Year	Jarrold
Online Toy Retailer of the Year	Smyths

Overall Toy Retailer of the Year

Toytown

TOY AND SUPPLIER OF THE YEAR AWARDS:

Action Toy of the Year	Stretch Armstrong, Character Options
Pocket Money Toy of The Year	Pokémon Cards, Esdevium
Interactive Toy of The Year	Fingerlings, Jazwares
Craze of The Year	L.O.L., MGA
Collectable Range of The Year	Hatchimals Collegtibles, Spinmaster
Retro Toy of the Year	Rubik's Cube, John Adams
Game of The Year	Dobble Esdevium
Doll of The Year	Luvabella Spinmaster
Creative Toy of The Year	L.O.L. Fizz Maker, MGA
Pre-School Toy of The Year	Paw Patrol Vehicles, Spinmaster

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Electronic Toy of The Year
Licensor of The Year
Special Recognition Award
Supplier of The Year

Laser X, Character Options
Nickelodeon
Playmobil
Spinmaster

Toy of the Year

L.O.L. Surprise, MGA

Jon Diver, Chairman of the BTHA: “Congratulations on behalf of the BTHA to all the winners of this year’s Toy Retailer Awards – as always, it is a great pleasure to see such a high standard of entry and judges debated long and hard to determine this year’s winners. Recognition must also go to our worthy runners-up and big thanks must go to everyone for taking part.”

Alan Simpson, Chairman of the TRA, added: “On behalf of the TRA, our congratulations to all the Award winners, and those with shortlisted products too. It wasn't an easy task selecting winners for categories which stood out in 2017. We can now all look forward to a successful 2018. I have no doubt it will be challenging, but together we can make it a success.”

NOTES TO EDITORS:

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

Toy Fair: Toy Fair takes place 23-25 January 2018 at Olympia in London. Please register at www.toyfair.co.uk and pick up your badges onsite.

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