



## **Jakks Pacific's Snow Glow Elsa, Character Options and Smyths Toys triumph at the 50<sup>th</sup> Toy Industry Awards**

Toy Fair, 20-22 January 2015, Olympia, London

Toy Industry Awards, 20 January 2015, Science Museum, South Kensington, London

**20 January 2015:** Disney Frozen Snow Glow Elsa (Jakks Pacific), Character Options and Smyths Toys 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.

Organised by the British Toy & Hobby Association with the Toy Retailers Association (TRA) – the awards were presented at a prestigious event held at the Science Museum, South Kensington following the first day of the 62<sup>nd</sup> annual Toy Fair, which is currently taking place at Olympia in West London.

BTHA Chairman Phil Ratcliffe 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:**

Independent Toy Retailer of the Year	Toys N Tuck
Specialist Multiple Toy Retailer of the Year (up to 5 stores)	Ken Black Toys & Nursery
Specialist Multiple Toy Retailer of the Year (up to 30 stores)	Toy Barnhaus
Specialist Multiple Toy Retailer of the Year (over 30 stores)	Smyths Toys
General Multiple Toy Retailer of the Year	Morleys Stores
Online Toy Retailer of the Year	The Entertainer

***Overall Toy Retailer of the Year***

**Smyths Toys**

### **TOY AND SUPPLIER OF THE YEAR AWARDS:**

Craze of the the Year	Loombands, Character Options and H Grossman
Construction Range of the Year	The LEGO Movie, LEGO
Action Figure Range of the Year	Ninja Turtles Movie Figures, Flair Leisure Products
Gaming Toy of the Year	Minecraft Figures, Character Options
Doll of the Year	Disney Frozen Sparkle Dolls, Mattel
Interactive Toy of the Year	Little Live Pets Birds, Character Options
Collectable Toy of the Year	Shopkins, Flair Leisure Products
Craft Toy of the Year	Sew Cool Sewing Studio, Spinmaster
Pre-School Range of the Year	Toot-Toot, Vtech
Innovative Toy of the Year	My Friend Cayla, Vivid
Toy License of the Year	Frozen, Disney
Special Recognition Award	Rubies Masquerade

***Supplier of the Year***

***Character Options***

***Toy of the Year***

**Disney Frozen Snow Glow Elsa, Jakks Pacific**

Outstanding personal performance and achievement was celebrated by both sides of the industry. The Toy Retailers Association presented their Special Recognition Award to Rubie's Masquerade. The British Toy & Hobby Association presented Golden Teddy awards to Mark Beaman of Epoch Making Toys, Jeff Taylor of Arena Azure, Josephine Royce of Rodwins Toys and Christine Baxter and Tracey Butcher of the BTHA. A BTHA Outstanding Contribution Award was presented to Marvin Berglas of Marvin's Magic.

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. The judges deliberated long and hard to finalise the retailer shortlists 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: "For a panel of competing retailers, judging the products, companies and campaigns which make the difference between success and mere survival for our industry is always fun. This is especially so when things are going reasonably well for us all. Our winners are the best, and other nominees the pace-setting part of the mix. All are worthy of our thanks and congratulations for professionalism and imagination. It is particularly significant in the 50<sup>th</sup> year of the Toy Awards to celebrate all that has been achieved through innovation and creativity...and not least by the license holder of our first ever winner from 1965. Corgi, now owned by Hornby was the first ever winner of this prestigious award with their original Aston Martin DB5 replica of James Bond's magnificent car from Goldfinger."

#### **NOTES TO EDITORS:**

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

**Toy Fair:** Toy Fair takes place 20-22 January 2015 at Olympia in London. Please register at [www.toyfair.co.uk](http://www.toyfair.co.uk) and pick up your badges onsite.

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