



REF.: TRA/08/0129

DATE: 31st January 2008

## News Release

### **...AND THE WINNER IS!**

At a ceremony this evening, (Thursday 31<sup>st</sup> January 2008) the Toy Retailer's Association celebrated the top toys of 2007 and the companies behind them.

The awards party for 2007 was held during the British Toy Fair at ExCel in London's Docklands which runs until Saturday (2 February). Almost 400 toy industry executives gathered for the event at the International Hotel in Canary Wharf.

The Toy Retailers Association has been promoting the role of the toy retailer, recognising and rewarding outstanding products and promoting the value of toys to the consumer since 1950. It represents more than 75% of the toy trade in the UK.

The first awards were made to the nations top retailers following nationwide nomination open to the whole industry and rigorous inspection by Mystery Shopping experts AmberArch. The awards were presented by Chief Executive of Vivid Imaginations, Nick Austin on behalf of the panel of judges and sponsors, Vivid itself, Hasbro, Ravensburger, Mattel, Flair and trade magazines Toy News and Toys'n'Playthings.

Members of the Toy Retailers Association include Toys R Us, Hamleys, Gamleys, The Entertainer, Early Learning Centres, John Lewis, and ToyWorld plus the Byrnes group in Ireland and many independent shops including members of the Toymaster and Youngsters buying groups, and medium sized retailers.

Each group had their own winner but the overall winning Toy Shop of the Year went to:

The Entertainer in Crawley

The Association's president Val Stedham told guests "The professionalism of so many of our retail shops with a minimal percentage difference between them made our judges task very difficult this year. The Entertainer Crawley came through as a very worthy winner."

The awards to suppliers this year were made first by the Association Chairman, Gary Grant, who then handed over to special guest presenter and industry “character extraordinaire” Martin Grossman of OzBozz who despatched each award winner with a certificate, and a suitably humbling putdown ending with the much coveted Toy of the Year Award. Judged by the expert retailers of the TRA and based on a series of criteria not only market performance throughout 2007, they were as follows:

## 2007 WINNERS

Toy of the Year	In the Night Garden Blanket Time Igglepiggle	Hasbro
Boys Toy	Ben 10 Omnitrix F/X	Bandai
Girls Toy	Rose Petal Cottage Playhouse	Worlds Apart
Pre-School Toy	Roary The Racing Car R/C Roary	Vivid Imaginations
Outdoor	Flashing Storm Scooter	H Grossman
Game	High School Musical DVD Board Game	Mattel
Creative Toy	Moon Sand Sandcastle Set	Spinmaster
Film License of the Year	Transformers	Hasbro
Boys Collectable	Doctor Who Figures	Character Group
Girls Collectable	Sylvanian Families	Flair Leisure
Innovative Toy	Flytech Dragonfly	Character Group
Innovative Toy	Picoo Z R/C Helicopter	Silverlit
Pre-School Range of the Year	Peppa Pig	Character Group
Puzzle	Rubik's Cube Original	Drumond Park

“ These awards recognise the excellence of the chosen toys,” said Toy Retailers Association president Val Stedham. “Many factors, not least the impact that a product has on the toy industry as a whole, are considered when selecting the winners.”

Val Stedham also introduced 1 new award and 3 **Special Recognition Awards**: “We all know that the 14 major awards presented tonight are only the absolute tip of the iceberg – There are some great toys and companies out there that deliver consistency of quality, service and value year after year but who, maybe because of the type of product or the vastness of their range, are less likely to receive an award. So tonight we are recognising some of them”

Complementary Supplier of the Year	Gemma Cards	Gemma Cards
Special Recognition Awards	Orchard Toys	Orchard Toys
Special Recognition Awards	Casdon	Casdon
Special Recognition Awards	Schleich	Schleich

## ENDS

### Notes to Editors

1. The Toy Retailers Association (formerly British Association of Toy Retailers) acts as both a watchdog and persuader to ensure fair play for toy retailers. It also represents the toy retail sector on government panels and safety organisations in the UK informing and advising members on current and future legislation, as well as ethical practices in respect of toy safety, requirements under the Health and Safety Executive, consumer and employment rights.

2. In association with The British Toy and Hobby Association (BTHA), all Toy Retailers Association members are Approved Lion Mark Retailers - that is they adhere to a strict Code of Practice on selling toys.

**For further information please contact:**

Toy Retailers Association (formerly the BATR)  
Gainsborough Waterfront Enterprise Centre  
Lea Road  
GAINSBOROUGH  
DN21 1LX

Secretary: Derek Markie

Tel 08707 537437

Fax 08707 060042

Email [enquiries@toyretailersassociation.co.uk](mailto:enquiries@toyretailersassociation.co.uk)

Website [www.toyretailersassociation.co.uk](http://www.toyretailersassociation.co.uk)

**Other contacts:**

ToyNews – contact editor Ronnie Dungan on 07866 741568

*ToyNews is the leading trade publication for the UK toy industry*

NPD: contact Frederique Tutt on 01932 355 580

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