



REF.: TRA/07/0125

DATE: 25<sup>th</sup> January 2007

## News Release

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

The UK's voice of the toy retailers recognised the leading toys and the people behind them at its annual awards ceremony tonight (Thursday, 25 January 2007).

The awards party for 2007 was held during the British Toy Fair which is currently running at ExCel in London's Docklands and runs until Saturday (27 January). 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 and the value of toys to the consumer since 1950 and now represents more than 75% of the toy trade in the UK.

The first awards were made to the nation's 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 Tomy UK, Robert Mann on behalf of the panel of judges and sponsored by, Tomy itself, Vivid, Ravensburger, Mattel, Flair and trade magazine Toy News.

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 Birmingham's Bull Ring

The Association's president Val Stedham told guests of the accolade given to this shop by the Mystery Shopper "I left the shop feeling valued as a customer" and although we've all read or witnessed value, it still provoked a WOW from me – what a fantastic statement to have said about a shop, company or person"

The awards to suppliers this year were made by a range of presenters including Kermit the Frog, David Beckham, Anne Robinson and even Margaret Thatcher all interpreted by star impersonator Steve Nallon of Spitting Image fame who chose the ideal voice for each award ending with the much coveted Toy of the Year Award from all time great Michael Cain. Judged by the expert retailers of the TRA based on market performance throughout 2006 they were as follows:

## 2007 WINNERS

|  |                              |                 |
|--|------------------------------|-----------------|
| Toy of the Year 2006                   | Dr Who Cyberman Mask         | Character Group |
| Girls Toy of the Year 2006             | Nintendog Trick Trainer pups | Tomy            |
| Boys Toy of the Year 2006              | Dr Who Figures               | Character Group |
| Game of the Year 2006                  | Deal or No Deal Board Game   | Drumond Park    |
| Doll of the Year 2006                  | Bratz 4ever Diamondz         | Vivid           |
| Infant Pre School Toy of the Year 2006 | F/P Bounce'n'Spin Zebra      | Mattel          |
| Pre-School ELA Toy of the Year 2006    | V-Smile Console              | VTech           |
| Electronic Toy of the Year 2006        | Pixel Chic Mall              | Mattel          |
| Craze of the Year 2006                 | Shoot Out Cards              | Magic Box Inc   |
| Innovative Toy of the Year 2006        | Butterscotch Pony            | Hasbro          |
| Film Toy Range of the Year 2006        | Cars                         | Mattel          |
| Creative Toy of the Year 2006          | Paper FX                     | Flair           |
| Toy Supplier of the Year               |                              | Martin Yaffe    |
| Sales & Marketing Campaign of the Year | Tickle Me Elmo               | Mattel          |

“ These awards recognise the achievement and excellence of suppliers,” 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 choosing winners.”

Val Stedham also introduced 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 because of maybe the type of product or the vastness of range, they are less likely to receive an award. So tonight we are putting this right for 3”

|              |   |
|--------------|---|
| DKL          | producers of Hama Beads                         |
| Ravensburger | and their unique Puzzle Balls World Globe       |
| John Adams   | who are great supplier – not least of Coinmaker |

## 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 a Hobby Association (BTHA), al; 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

*NPD is the foremost supplier of research information to the Toy Industry*