



## **BTHA & TRA ANNOUNCE TOY INDUSTRY WINNERS FOR 2008**

Toy Fair, 28-31 January 2009, ExCeL, London  
Industry Awards Dinner, 29 January 2009, Indigo2 at the O2, London

**29 January 2009:** The UK toy industry's finest were applauded this evening at the annual Industry Awards Gala Dinner, which was held at Indigo2 at the O2 in East London.

The Toy Retailers Association (TRA) – in association with the British Toy & Hobby Association (BTHA)– announced the winners of the 2009 Best Toy Shop Awards and Supplier of the Year Awards, as follows:

### **BEST TOY SHOP AWARD WINNERS:**

- **Best independent toy shop, Scotland and the North:** Little Treasures
- **Best multiple toy shop, Scotland and the North:** Asda – (Pudsey Leeds)
- **Best independent toy shop, the Midlands, Wales and East Anglia:** Fenwicks - Williams and Griffin (Colchester)
- **Best multiple toy shop, the Midlands, Wales and East Anglia:** The Entertainer (Birmingham)
- **Best independent toy shop, Ireland (North and South):** Clarke's Toymaster
- **Best independent toy shop, South of England:** Toys and Tuck
- **Best multiple toy shop, South of England:** The Entertainer (Bristol)
- **Retailer of the Year:** The Entertainer (Birmingham)

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

- **Creative Toy of the Year:** Cup Cake Maker, Character Options
- **Innovative Toy of the Year:** Elmo Live, Mattel
- **Film License of the Year:** High School Musical, Disney

- **Collectable Toy of the Year:** Go Go Crazy Bones, Magic Box
- **TRA Special Recognition Award:** Esdevium Games
- **Pre-School Range of the Year:** In the Night Garden, Hasbro
- **Construction Toy of the Year:** Lego
- **Girls' Range of the Year:** Sylvanian Families, Flair
- **Boys' Range of the Year:** Ben 10, Bandai
- **Pre-School Toy of the Year:** Kidizoom Camera, VTech
- **Girls' Toy of the Year:** FurReal Biscuit My Lovin' Pup, Hasbro
- **Supplier of the Year:** Playmobil
- **Toy of the Year:** Ben 10 Action Figures 10" and 15", Bandai

Roger Dyson, chairman of the BTHA, gave his congratulations to all of the winners, commenting that: "In a tough retail climate it is fantastic to see toy retailers that care about their customers and ensure toy buying is still a memorable experience,"

Gary Grant, chairman of the TRA, added: "The level of innovation and creativity in the toy industry never fails to impress me and, once again, this year is no exception."

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

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

**Toy Fair:** Toy Fair takes place 28-31 January, 2009 at London's ExCeL. Online registration is now closed. Please register onsite.

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