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## **It's going to be an interactive Christmas for kids**

Technology is continually shaping the way we live and opening up new possibilities for our ever more connected and on-line lives. Not restricted to the adult world, these advancements have helped to make the must-have toys this Christmas some of the most exciting and interactive ever, say the Toy Retailers Association (TRA).

The 2011 annual 'Dream Toys' list from the TRA, the industry's official predictions of the Christmas best-sellers, is packed full of fantastic toys with a technological twist. From high-tech tablet computers for kid's to dolls that double as bedroom lights, and toys that can hold a conversation or that will play in a band with you, children now have the opportunity to interact and engage with their toys more than ever before.

### **This year's Dream Dozen, in alphabetical order:**

**Doggie Doo, John Adams, RRP £22.99**

**Fijit Friends, Mattel, RRP £54.99**

**Fireman Sam Pontypandy Rescue Set, Character, RRP £29.99**

**Kidizoom Twist, Vtech, RRP £49.99**

**LeapPad Explorer, Leapfrog Toys, RRP £79.99**

**Lets Rock Elmo, Hasbro, RRP £69.99**

**Milky the Bunny, Flair, £59.99**

**Monster High Lagoona's Hydration Station, Mattel, £39.99**

**Moshling Tree House, Vivid, RRP £18.99**

**Nerf Vortex Nitron Blaster, Hasbro, RRP £44.99**

**Ninjago Fire Temple, Lego, RRP £91.99**

**Star Wars Ultimate Force Tech Lightsaber Assortment, Hasbro, RRP £39.99**

Gary Grant, Chairman of the TRA's Dream Toys selection panel says: "This year we've seen some amazing technological advancements from the toy industry. This doesn't mean to say that the toys are 'techy'; rather that technology has been used to enrich the whole experience of play. Throughout the top 70 toys we're also seeing a fantastic mix of the old

and new – including traditional brands like Scalextric powering into 2012 with an Olympic inspired set, a board game of skill and action based on the phenomenon that is the Angry Birds app and classic characters such as Mickey Mouse brought bang up to date for today's savvy kids. All proving that the industry continues to be incredibly forward thinking, innovative and adaptable."

Within the top 70 toys, there is a strong representation from creative and construction toys, as well as toys that ignite imagination and action. There are old family favourite board games alongside new ones that are sure to become future classics. Licensed and character toys from the likes of Dr Who, Moshi Monsters and Star Wars remain hugely popular, a trend set to continue for some time.

#### **Announcing the Kid's Choice & Mum's Choice Awards**

NEW, for the first time ever in 2011 the top toys have been tested and judged by the *real experts* to make the **Kid's Choice Awards**, the top 12 toys as rated by children.

Children were asked to put the toys through rigorous testing and to judge them based on factors including: 'fun to play', 'boredom factor', 'coolness', 'breakability' and 'play with friends'. Resulting in the **Kid's Choice Dream Dozen** (in alphabetical order):

**Angry Birds, Mattel, RRP £19.99**  
**Bop-It! XT, Hasbro, RRP £27.99**  
**Fab Effex Variety Pack, Spin Master, RRP £19.99**  
**Flufflings, Vivid, RRP £19.99**  
**Gelarti Designer Studio, Flair, RRP £19.99**  
**GX Buggy, Tomy, RRP £39.99**  
**Hot Wheels Wall Tracks, Mattel, RRP £29.99**  
**LeapPad Explorer, Leapfrog, RRP £78.99**  
**Milky the Bunny, Flair, RRP £59.99**  
**Nerf Vortex Nitron Blaster, Hasbro, RRP £44.99**  
**Star Wars Millennium Falcon, Lego, RRP £129.99**  
**Top Agents Super Racer, Playmobil, RRP £19.99**

Mums as well were asked to give their seal of approval to their two favourite pre-school toys in the **Mum's Choice Awards** (in alphabetical order):

**Imaginext Batcave, Mattel RRP £49.99**

**Kidizoom Twist, Vtech, RRP £49.99**

Nifa McLaughlin from Gurgle.com who helped judge the Mum's Choice Awards comments: "As mums we were looking for a combination of things from the winning toys. Firstly that our kids were excited about the toy and loved playing with it, but also that the toy lived up to expectations, was quick and easy to get started with and would hold the interest of a lively toddler for more than five minutes! All the toys were fantastic but we found the girls especially loved the Kidizoom Twist and the boys couldn't get enough of the Imaginext Batcave."

Gary Grant says "It's so exciting to find out what kids and parents think of TRA's top 70 toys and it's hugely encouraging to see that there are similarities with the overall Dream Dozen, showing that us 'oldies' still know what we're talking about. During the judging process it was a real battle for the top spots, with many of the toys only narrowly missing out on a place. Showing us that the top 70 is a spot on list, packed with toys of all types for all kids. Seeing the results, we know that the love for creative play, building sets and plush toys is just as strong as it is for the latest must-haves such as the LeapPad Explorer, and parents can rest assured that it's not the most expensive toys that are the most popular, with many of the favourites under £20."

The TRA reveals its predictions for the official Top Toys for Christmas at the Dream Toys 2011 media preview in St Mary's Church, Bryanston Square, Wyndham Place, Marylebone London on 26 October 2011.

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**For further press information contact the Dream Toys Press Office at Grayling on 0207 025 7500.**

**Twitter #Dreamtoys**

**Press release, images and videos:**

Press can access the online press office for all downloads:

Press release: <http://www.toyretailersassociation.co.uk/press/>

Images: <http://www.toyretailersassociation.co.uk/press/dream-toys-photo-gallery>

Videos of the event are also available to download from after 2pm:

<http://www.youtube.com/user/Dreamtoys2011>

## Notes to editors

### 1. Dream Toys top 70 toys for 2011

#### Girls Top 10 Toys for Christmas

Toy	Manufacturer	RRP
Barbie Puppy Water Park	Mattel	£24.99
Disney Tangled Sing and Glow Rapunzel	Mattel	£29.99
Flufflings	Vivid	£18.99
FurReal Cookie	Hasbro	£74.99
Lalaloopsy Silly Hair Doll	MGA	£29.99
Milky the Bunny	Flair	£59.99
Monster High Lagoona's Hydration Station	Mattel	£39.99
My First baby Annabel - Time to Sleep	Zapf	£29.99
Sylvanian Families - Berry Grove School	Flair	£49.99
Zoobles Mama & Zoobling Nursery Playset	Spinmaster	£24.99

#### Boys Top 10 Toys for Christmas

Toy	Manufacturer	RRP
Bakugan Dragonoid Collossus™	Spinmaster	£39.99
Ben 10 Ultimate Alien - Ultimate Ultimatrix	Bandai	£19.99
Cars 2 Fully Secret Spy Attack Finn McMissile	Mattel	£30.99
Doctor Who Personalise your own Sonic Screwdriver Set	Character	£19.99
Hot Wheels Wall Tracks	Mattel	£29.99
Nerf N-Strike Barricade RV-10 Blaster	Hasbro	£17.99
Nerf Vortex Nitron Blaster	Hasbro	£44.99
Star Wars Ultimate Force Tech Lightsaber Assortment	Hasbro	£39.99
Toy Story Turbo Glow Buzz Lightyear	Mattel	£41.99
Transformers Ultimate Optimus Prime	Hasbro	£69.99

#### Pre-School Top 10 Toys for Christmas

Toy	Manufacturer	RRP
Dance Star Mickey	Mattel	£69.99
Elefun Busy Ball Popper	Hasbro	£29.99
Fireman Sam Pontypandy - Multi Rescue Set	Character	£29.99
Imaginext Batcave	Mattel	£49.99
Kidizoom Twist	Vtech	£49.99
Lets Rock Elmo	Hasbro	£69.99
Octonauts Octopod Playset	Mattel	£34.99
Peppa's World of Playsets	Character	£29.99
Thomas & Friends - Follow Me Thomas	Mattel	£44.99

Toot-Toot Drivers Garage	Vtech	£39.99
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### Games Top 10 Toys for Christmas

Toy	Manufacturer	RRP
Angry Birds	Mattel	£19.99
Bop-It! XT	Hasbro	£27.99
Connect 4 Launchers	Hasbro	£14.99
Dino Bite	Drumond Park	£19.99
Doggie Doo	John Adams	£22.99
Game Of Life: Adventures Edition	Hasbro	£21.99
Million Pound drop	Drumond Park	£24.99
Monopoly Electronic Banking	Hasbro	£26.99
Play-Doh Smashed Potatoes	Hasbro	£21.99
Where's Moshi? Game	Vivid	£9.99

### Creative Top 10 Toys for Christmas

Toy	Manufacturer	RRP
Badge It!	Bandai	£19.99
Bizu Style Studio	Spinmaster	£22.99
Charmies Magic Beader	Flair	£19.99
Crayola Story Studio - Disney Princess	Vivid	£15.99
Fab Effex Variety Pack	Spinmaster	£19.99
Gelarti Designer Studio	Flair	£19.99
Harumika Bridal	Bandai	£39.99
Hello Kitty Cool Cardz	Flair	£19.99
Moon Sand Bake Shop	Spinmaster	£22.99
Play-Doh Twirl 'n' Top Pizza Playset	Hasbro	£17.99

### Construction Top 10 Toys for Christmas

Toy	Manufacturer	RRP
City Harbour	Lego	£69.99
City Police Boat	Lego	£28.99
City Police Station	Lego	£71.99
Doctor Who Dalek factory Set	Character	£29.99
Geomag 66pc Colour set	Flair	£19.99
Halo EVA's Last Stand	Mega Brands	£19.99
Ninjago Fire Temple	Lego	£91.99
Real Construction Deluxe Workshop	Jakks Pacific	£29.99
Star Wars Millennium Falcon	Lego	£129.99
Top Agents Super Racer	Playmobil	£19.99

### Cool & Hot Top 10 Toys for Christmas

Toy	Manufacturer	RRP
Air Hogs Vectron Wave	Spinmaster	£24.99
Fijit Friends	Mattel	£54.99
GX Buggy	Tomy	£39.99
Hexbug Habitat Set	Innovation First	£26.99

InnoTab: The Learning App Tablet	Vtech	£79.99
LeapPad Explorer	Leapfrog	£79.99
Moshling Treehouse	Vivid	£18.99
Scalextric Velodrome Cycling Set	Hornby	£69.99
Spy Net Video Watch	Jakks Pacific	£49.99
Talking Moshi Monster	Vivid	£14.99

## 2. Dream Toys list in 2010

The Dream Dozen in 2010 were:

- City Airport, Lego UK (£84.99)
- Fireman Sam Deluxe Fire Station Playset, Character Options (£29.99)
- FurReal Go Go Walking Pup, Hasbro (£59.99)
- Jet Pack Buzz Lightyear, Mattel UK (£39.99)
- Kidizoom VideoCam, VTech (£59.99)
- Monopoly Revolution, Hasbro (£29.99)
- Moon Dough Barn, Spinmaster Toys UK (£19.99)
- Nerf N Strike Stampede ECS, Hasbro (£54.99)
- Paper Jamz Guitar, Wow Wee Europe (£24.99)
- 'Pumpaloons' – action game, Drumond Park (£19.99)
- Sylvanian Families Motorcycle and Sidecar, Flair Leisure (£24.99)
- ZhuZhu Grooming Salon, Character Options (£22.99)

Dream Toys is the best prediction every year. In 2009, nine out of twelve Dream Dozen were 1<sup>st</sup> or 2<sup>nd</sup> in their class over the year. To build on this, eight of the 2010 Dream Dozen products were top 10 in their class for the year.

- Pumpaloons #4 Preschool Games & best new Preschool Game for 2010
- Lego City Airport #19 in Building Sets, December 2010 & #4 Property total toys
- Fireman Sam Firestation #33 total toys, December 2010
- Fur Real Go Go Walking Pup #9 total toys, December 2010
- Mattel Jet Pack buzz #9 total toys, full year 2010
- Vtech Videocam #6 total toys, December 2010
- Monopoly revolution #10 total toys, December 2010
- Moon Dough Barn #3 Dough and Sand toys, December 2010
- Nerf n Strike stampede #16 total toys, December 2010
- Paper Jamz guitar #11 total toys, December 2010
- Sylvanian motorcycle #4 in Palysets, December 2010
- Zhu Zhu Grooming salon #2 total toys, December 2010

### 3. Toy Industry Statistics 2011

- Market worth £2.9bn in 2010 or 436m boxes of toys sold with an increase of 8% over 2009.
- The UK toy market is the biggest in Europe, 10% bigger than France (#2)
- In 2010, toys bought for Christmas represented 35% of the annual turnover with an average price at £8.71
- Latest trends show a growth of 3% in value for the first 9 months of the year
- The best-selling toy for 2010 and for the month of December was Vtech's Kidizoom Digital Camera (£)
- 21.5% of sales in 2010 were made online, an increase of 42% over 2009
- Building Sets continue to enjoy a fantastic popularity as the fastest growing super category in the UK (+22%).
- Dolls have been recovering over the past few months (+11%) and are the second fastest growing category to date. Boosted by Disney Princess – Tangled and the arrival of new Monster High Dolls (Mattel), while Barbie still dominates the category
- Licensed sales represent no less than 24% of the UK toy market with particular success from Toy Story, Cars and Star Wars
- Moshi Monsters from Mind Candy is currently one of the hottest licensed brands around
- The Infant Preschool category is doing well with a 5% increase compared to last year
- The Plush category (+9%) is still proving popular and after last year most popular Zhu Zhu Pets, NPD expect more cute fluffy animals to do very well.

*Facts compiled by NPD - the number one information provider to the toy industry in Europe and the United States, where it has a range of services tailored to meet the needs of the toy and youth entertainment industries. See [www.npd.com](http://www.npd.com). Stats from NPD Epos service Jan- Aug 2011.*

### 4. About Dream Toys

- Dream Toys is a media only event organised by the Toy Retailers Association.
- This is the 45<sup>th</sup> year that the Toy Retailers Association has announced the Top Toys for Christmas. The Media Preview includes the latest new toys in the market as well as the Top 12.
- The TRA represents around 2500 stores and over 100 different companies accounting for 60% of toy retailers.
- The independent predictions are based on the Toy Retailers Association's 50 years experience as the voice of retailers and take into account what consumers are requesting, what excites children and the latest trends in new products.