

## Easter 2023 Gift Guide

Toy Trends Specialist, Jennifer Lynch, Shares the Top Gifts for Easter 2023



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Easter is just around the corner, and many of us have already started thinking about how to fill up those Easter baskets. While Easter candies and chocolate bunnies are a must, it can be difficult to figure out what to get for the kids in your life. Recently, Toy Trends Specialist with The Toy Association, Jennifer Lynch, participated in a nationwide satellite media tour to discuss the top toys and trends for Easter 2023.

A video accompanying this announcement is available at:

<https://youtu.be/6h659k4dOhc>



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**Embracing the Easter Spirit**

If you're looking to embrace the Easter spirit, but want to keep things sugar-free this year, the **LEGO Creator 3in1 White Rabbit** is a perfect option.

With this set, builders can create their own white bunny, along with a carrot and flower to munch on. Then, they can rebuild it into a cockatoo parrot and place it high up in the trees, or rebuild it again as a white seal enjoying a fish as a snack.

### **Collectibles**

The **Disney Doorables Squish'Alots** Series 1 collectible figures are a great option for the Disney and Pixar fans. Series 1 includes 50 squishy characters from fan-favorite films. Each figure is approximately one-inch tall. Kids can recreate classic Disney tales or invent new adventures with the characters. Plus, there's a squishy factor to all the characters for added fidget fun.

Another great option for collectors is **Ami Amis™**. This is a collection of soft and cozy tight-knit plush toys, made of huggable, soft material with adorably cute details. The four-inch Ami Amis™ bring to life real-world objects—from food to animal pals to retro gadgets— and each character has its own personality and backstory.

### **Sensory Toys**

Sensory toys have become very popular in recent years, and the **Kinetic Sand Mermaid Crystal Playset** is the perfect addition for the sensory bin.

This playset puts kids on a treasure hunt digging through more than a pound of Kinetic Sand to uncover a reusable mermaid-shaped key, clamshell mold, shell scoop, pearls, gems, and more. Kids can then use all that's included to create their own sand art.

### **No-Mess Activities**

Crayola's mess-free line of coloring kits, **Color Wonder**, continues to grow with additional characters, coloring pages, and more.

The latest collection introduces new characters kids know and love, from Bluey and Gabby's Dollhouse, to the Color Wonder Foldalope collection. Kids can color their favorite characters while staying magically mess-free with the specially formulated markers and paper. A bonus for parents, too, is that each envelope doubles as a unique storage solution for creativity on the go or simply to keep things nice and tidy at home.

For more information on all of these toys and more, visit [thegeniusofplay.org](https://thegeniusofplay.org).

### **About Jennifer Lynch**

As an official spokesperson and toy trends specialist for The Toy Association, Jennifer Lynch chats with toymakers throughout the year to track trends and developments impacting the toy aisles and kids' entertainment. She has been interviewed by

publications including New York Magazine, Inc. Magazine, The Spruce, and Insider, and has made appearances on the TODAY Show, Fox & Friends, KTLA-TV, Good Day Philadelphia, WGN Chicago, WNBC New York, Bloomberg Radio, and CNET, among others.

She also serves as the narrator for The Genius of Play's "Once Upon a Playtime" podcast, which invites listeners to rediscover the value of play through real-life, personal stories of actors, artists, entrepreneurs, and more. Jennifer has more than a decade of experience covering the toy and kids' entertainment industries. Prior, she served as the editorial manager for aNb Media and its b2c review site TTPM.com, where she oversaw all digital and print communications, reviewed product, and co-hosted a web series conducting in-depth interviews with toy industry executives. She began her career in her home state of Pennsylvania, handling marketing communications for Penn State's art galleries (her alma mater). She resides in New Jersey with her husband and daughter.

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