



## For Immediate Release

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# Dr. Toy Announces 100 Best Children's Products of 2014

## Guide to the Best Toys and Children's Products

### An Opportunity to be of Service to Families and Schools

SAN FRANCISCO, CA (September 29, 2014) – As a natural, ongoing part of our work as parents, teachers, early childhood specialists, and others involved with children at home or elsewhere, we observe children at play. With our eyes we see what works...and what doesn't hold up under tough testing – the normal barrage of active, inquisitive, and resourceful babies, toddlers, preschoolers, and older children. This guide is offered to complement your observations and to help you in selecting the right products to enhance your child's play and learning.

We make buying decisions based on lasting play value and product applicability to find a good balance of children's active, creative, and educational experiences. We can depend on the durability and versatility of such items as blocks, construction toys, games, puppets, and transportation toys. They stimulate the imagination, engage the player, have value, and hold up over time. We want to apply these standards to all the play product choices we make. We often hear consumers describe their experience of making a purchase, but shortly after giving little Annie or Danny the product it falls apart – a frustrating and often expensive experience. Products that do not meet safety standards can be dangerous and cause harm to children. We want to avoid these problems and as always strive for excellence.

Dr. Toy and associate Dr. Jennie Ito spent a great deal of time reviewing a large quantity of varied products created by manufacturers and designers the world over. We make sure the final selections match the extensive criteria for excellence.

Certainly age grading, name recognition, company dependability, versatility of design, and place of purchase are factors to obtain the right product.

Another aspect you can depend on is a warranty. Rising costs for products require everyone to be wise consumers to get lasting value. Durable products, properly designed and developmentally correct are worth the money. Children's positive reactions are worth our care in selection. Dr. Toy and Dr. Ito utilize a comprehensive set of objective and subjective criteria to evaluate toys and other products.

#### Basic questions are:

- Is this product worth the price?
- Does it have lasting "play value"?
- Is it appropriate?
- Is it fun?
- Does it meet safety standards?

Dr. Toy and Dr. Ito are pleased to have the opportunity to share our years of play and toy experiences with all parents, teachers, and other consumers to assist them in their own selection process to match the child's age and interests.

This timely report features information about 100 wonderful new toys and children's products from large and small companies. The toys and products selected meet our high standards for design, durability, price, quality, safety, and value.

Dr. Toy and Dr. Ito want to remind parents and teachers, "Let's not forget that „play is children's work“ and should be respected and understood by all adults. We should be thinking: What products or „tools for play“ can we obtain to provide wholesome experiences for our children and provide plenty of positive and meaningful play interactions.”

Dr. Toy's *Smart Play/Smart Toys: How to Select and Use the Best Toys and Games*, just released in the expanded new 4<sup>th</sup> Edition, was written for new parents and others who care about children, and is available in toy and book stores or online. Dr. Toy invites consumers to take the time to describe play and product experiences, and ask questions about toys and products.

Following are the award-winning toys and products and their companies grouped in selected categories of “smart” play. You can find out more about each product by assigned codes that designate types of products.

**Ten Best Active Products** – Brand 44 (Slackers 50' Slackline), Brand 44 (Slackers Balance Blox), Diggin Active (Lazer Pitch Baseball), Grow'n Up (2-in-1 Slide To Rocker), Jumpport (iBounce Too & RompyRoo's Toy Store Adventure), Kid O Toys (Tree Push Toy), LeapFrog (LeapBand), Pacific Play Tents (Space Station), Upside Down Games (Yoga Spinner), Yvolution (Y Flicker LIFT).

**Ten Best Audio/Video Products** – Charm School Records ("Daycare Dance Party" CD by Preschool Popstars), Foreign Languages for Kids (Foreign Languages for Kids by Kids®: Spanish, Volumes 1 and 2), Green Kids Club (Gorilla's Roar Cartoon), Music Together (All Around the Kitchen Music Together Singalong Storybook), Music Together (May All Children Music Together Singalong Storybook), Music Together (Ridin' in the Car Music Together Singalong Storybook), Sprout Recordings (American Heroes #4), Whistlefritz (French for Kids: On Va Jouer (Let's Play)), Whistlefritz (Sabor!), YouthLight (Drama Llama Interactive).

**Ten Best Building Products** – Geomagworld (Geomag Mechanics (Item #722)), Kiwi Crate (Tinker Crate), Laser Pegs (30 in 1 NG500 National Geographic Landmarks & Archaeology), LEGO Systems (LEGO DUPLO Treasure Attack), Magformers (Magnets in Motion 61 Piece Gear Set), MEGA Brands (Mega Bloks First Builders Fast Tracks Rescue Team), Morphun Education (Junior Starter Rainbow 400 Set with Guide Book), Paper Punk (Urban Fold-Build Your Own Paper Block City), Roominate/Maykah (Roominate Chateau), Smart Toys & Games (SmartMax Mega Ball Run).

**Ten Best Children's Products** – ALEX Brands (Scientific Explorer's Color Mysteries Kit), b. dazzle (Carousel Ponies Scamble Squares® Puzzle), DuneCraft (Slick Sand Mini Kit), InRoad Toys (PlayTape), Kitchen Kid (Raddish), Senseez Pillows (Senseez Orange Circle), Shepherd Kit (Oriental Culture Discovery Kit), Sparkup (Magical Book Reader, The), Treasured Passages (One Little Mailbox), Wild Republic (Creations by Wild Republic).

**Ten Best Creative Products** – ALEX Brands (Alex Toys Wood Wonders Ultimate Set), Ann Williams Grp (Loopdeloom), Fashion Angels (It's My Biz), Galison/Mudpuppy (Dinosaur Planet Shadow Puppet Set), Hermosa Beach Concepts (Magnet Friends), Horizon Group (My First Wood Shop), Kahootz (Spirograph Super Kit), MGA (Lalaloopsy Color Me), OgoSport (OgoBILD with AnimateIt! Studio Kit), Seedling (Design your own Superhero Mask).

**Ten Best Educational Products** – 4M Indus.Develop. (Crystal Growing Experimental Kit), Bigjigs Toy (Learn to Count), Discover w/Dr. Cool (Real Meteorite Excavation Kit!), Discovery Toys (Body Amazing Puzzle), Learning Journey (Magnetic Spell and Learn Board), LightUp, Inc. (LightUp Edison Kit), Maple Landmark (My Activity Clock), NumbersAlive! (myPi), Realtimes Products (Multiples Early Years Set, The), TREND enterprises (A to Z Dino Dot-to-Dot Dino-Mite Pals™ Wipe-Off® Book (T94161)).

**Ten Best Games** – Art's Ideas (Jenga Giant), Bananagrams (Bananagrams® WildTiles), Chronicle Books (Press Here Game), Funnybone Toys (Disruptus - The Game Designed to Open Every Mind), GameBrotherZ (MimiQ), Gamewright (Pyramix), MindWare (Seek-a-Boo), na2ure (Ani-gram-it), Tactic USA (Junior Alias), uKloo Kids Inc (uKloo, Riddle Edition Treasure Hunt Game)

**Ten Best High Technology Products** – ClickN Kids (ClickN KIDS Family Tablet), Evolve (Ozobot), Learning Circle Kids (Reader Bee and the Story Tree), Paz Toys (Webee), Physical Apps (TheO™ SmartBall), Tangible Play (Osmo), Tiggly (Tiggly Shapes), VTech (InnoTab 3S Plus Learning Tablet), Wonder Workshop (Dash), WowWee (MiP).

**Ten Best Socially Responsible Products** – Creatively Canny (Nate The Dragon Stops Bullying), Fiammetta Toy Co. (Stork Babies), fischertechnik (fischertechnik Solar #520396), FoxMind Games (Time in a Box), Green Kids Club (Wolf Howls Gift Set), Happy Smiles for Kids (Hospital Buddy), Just Play (Doc McStuffins Get Better Talking Mobile), Mother Company (The Safety Show), UnitedHealthcare Child.Found. (Oliver & Hope's Amusing Adventure), Zeenie Dollz (Zeenie Dollz Sini).

**Ten Best Toys** – Automoblox (Mini Emergency 3-pack), Cartwheel Kids (Peter Rabbit Adventure Treehouse playset), Corolle Dolls (Mon Premier Bebe Calin Maria), Dream Big Toy (Go! Go! Sports Girl Read & Play), Folkmanis (Grunting Pig Puppet), Gorgeous Products (Boikido Wooden Multi-Activity Center), LeapFrog (LeapTV), Mme Alexander Doll (Travel Friends Play Doll, Bonjour From France), Saban Brands (Julius Jr. Rock ,n Playhouse Box), SmartNoggin (NogginStik Developmental Rattle).

**Interviews regarding the recommended best toys and products can be arranged through Walsh Public Relations at 203-292-6280 or by e-mail to [greg@walshpr.com](mailto:greg@walshpr.com).**

## Alphabetical Listing of Award Winning Companies



### DR. TOY'S 100 BEST CHILDREN'S PRODUCTS FOR 2014

Selected by Stevanne Auerbach, Ph.D. (Dr. Toy)

And Jennie Ito, Ph.D.

#	Company	Product Type Category	Age	Price	CustSrv#	www.
1.	4M Indus.Develop.	Crystal Growing Exptl Kit CP ES SC HM 2	10-12	\$18.00	800-356-0474	4m-ind.com
2.	ALEX Brands	Alex Wood Wonders Ultimate Set CP AC TY WT 7	5-12	\$25.00	800-666-2539	alexbrands.com
3.	ALEX Brands	Scientific Explorer's Color Mysteries Kit CP AC ES SC 10	5-12	\$25.99	800-666-2539	alexbrands.com
4.	Ann Williams Grp	Loopdeloom CP AC 7	8-12	\$29.99	248-731-8588	annwilliamsgroup.com
5.	Art's Ideas	Jenga Giant AE OP CO WT 5	10-12	\$129.99	310-424-4527	artsideas.biz
6.	Automoblox	Mini Emergency 3-pack CP GN TS WT 1	3-12	\$40.00	973-442-9444	automoblox.com
7.	b. dazzle	Carousel Ponies Scamble Squares® CG ES PZ TR 10	4-12	\$9.95	800-809-4242	b-dazzle.com
8.	Bananagrams	WildTiles ES GE TY 5	7-12	\$14.95	888-234-5450	bananagrams.com
9.	Bigjigs Toy	Learn to Count ES MA PZ 2	1-4	\$25.00	866-459-7829	bigjigstoys.com
10.	Brand 44	Slackers 50' Slackline AE OP ES SR 8	5-12	\$79.99	303-339-0482	brand44co.com
11.	Brand 44	Slackers Balance Blox AE OP AP TY 8	3-10	\$99.99	303-339-0482	brand44co.com
12.	Cartwheel Kids	Peter Rabbit Adventure Treehouse DH TY 1	2-5	\$29.99	888-906-4397	cartwheelkids.com
13.	Charm School Records	"Daycare Dance Party" DV CE ML MM 6	18mo-12	\$12.99	434-250-2722	preschoolpopstars.com
14.	Chronicle Books	Press Here Game CP AC ES BG 5	3-12	\$19.99	800-759-0190	chroniclebooks.com
15.	ClickN Kids	ClickN KIDS Family Tablet ES MM SW 3	3-12	\$99.00	877-254-2522	clicknkids.com
16.	Corolle Dolls	Mon Premier Bebe Calin Maria ES LA FP DO 1	18mo-4	\$42.00	800-214-9711	us.corolle.com
17.	Creatively Canny	Nate The Dragon Stops Bullying CP ES SR BO 4	8-10	\$8.95	920-220-1266	creativelycanny.com
18.	Diggin Active	Lazer Pitch Baseball AE MM OP AP 8	5-12	\$54.99	888-388-8835	digginactive.com
19.	Discover w/Dr. Cool	Real Meteorite Excavation Kit! AE OP ES SC 2	6-12	\$11.99	855-437-2665	discoverwithdrcool.com
20.	DT Learning Products	Body Amazing Puzzle ES PZ TY WT 2	4-9	\$23.00	800-341-8697	discoverytoys.net;
21.	Dream Big Toy	Go! Go! Sports Girl Read & Play BO ES DO SR 1	5-10	\$24.99	877-351-1031	gogosportsgirls.com
22.	DuneCraft	Slick Sand Mini Kit ES GN SC NO 10	3-12	\$4.99	800-306-4168	dunecraft.com
23.	Evolvive	Ozobot CP ES BG TC 3	8-12	\$49.99	310-318-0070	ozobot.com
24.	Fashion Angels	It's My Biz AC CP ES HM 7	8-12	\$19.99	800-492-3237	fashionangels.com
25.	Fiammetta Toy	Stork Babies AE ES GG DO 4	4-10	\$6.99	778-871-7177	mystorkbabies.com
26.	fischertechnik	fischertechnik Solar CO CP ES GN 4	7-12	\$27.00	888-561-7521	fischertechnik.com
27.	Folkmanis	Grunting Pig Puppet CP TY PL PU 1	3-12	\$29.99	800-654-8922	folkmanis.com
28.	Foreign Languages for Kids	Spanish Vols. 1 & 2 ES LA DV CT 6	3-12	\$49.99	301-299-8000	foreignlanguagesforkids.com
29.	FoxMind Games	Time in a Box AE GE SR UN 4	4-12	\$17.95	866-369-6463	foxmind.com
30.	Funnybone Toys	Disruptus CG CP LA CG 5	10-12	\$24.99	855-386-2663	funnybonetoys.com
31.	Galison/Mudpuppy	Dinosaur Shadow Puppets CP CE FP PU 7	3-12	\$16.99	212-354-8840	galison.com
32.	GameBrotherZ	MimiQ CG GE 5	4-12	\$6.99	514-564-6379	gamebrotherz.com
33.	Gamewright	Pyramix ES GE BG 5	8-12	\$23.99	800-924-6006	gamewright.com
34.	Geomagworld	Geomag Mechanics CP ES SC HO 9	5-12	\$100.00	301-895-5593	geomagworld.com
35.	Gorgeous Products	Boikido Multi-Activity Ctr. AE ES SR TY 1	12-3	\$44.99	847-984-6158	boikido.com
36.	Green Kids Club	Gorilla's Roar Cartoon ES SR GN MM 6	3-12	\$8.50	208-881-5183	green-kids-club.com
37.	Green Kids Club	Wolf Howls Gift Set CP AC GN SR 4	3-10	\$29.98	208-881-5183	green-kids-club.com
38.	Grow'n Up	2-in-1 Slide To Rocker AE OP TY 8	18mo-3	\$69.99	888-468-9898	grow-n-up.com
39.	Happy Smiles for Kids	Hospital Buddy CP DO SR TY 4	0-12	\$22.99	541-232-8689	happysmilesforkids.com
40.	Hermosa Beach Concepts	Magnet Friends AC AP CP OT 7	4-12	\$39.99	818-554-9352	magnetfriends.com
41.	Horizon Group	My First Wood Shop CP HM CO WT 7	6-9	\$9.97	908-810-1111	craftprojectideas.com
42.	InRoad Toys	PlayTape AE CP ES SR 10	3-10	\$1.99	888-311-7165	inroadtoys.com
43.	Jumpport	iBounce Too & RompyRoo AE ES OP DV 8	3-5	\$79.99	888-567-5867	jumpport.com
44.	Just Play	Doc McStuffins Talking Mobile CP ES OT TY 4	3-12	\$49.99	800-317-3245	justplaytoys.com
45.	Kahootz	Spirograph Super Kit CP ES AP AC 7	8-12	\$39.99	734-222-9798	kahootztoys.com
46.	Kid O Toys	Tree Push Toy AE ES TY 8	1-3	\$30.00	212-366-5858	kidotoys.com
47.	Kitchen Kid	Raddish CP ES SC SR 10	3-12	\$20.00	310-450-3462	raddishkids.com
48.	Kiwi Crate	Tinker Crate AC CP ES 9	9-12	\$16.95	888-574-6387	kiwcrate.com
49.	Laser Pegs	30 in1 NG500 Ldmks & Archaeol ES SR CO HO 9	5-12	\$79.99	866-432-3735	laserpegs.com
50.	LeapFrog	LeapBand CE EL EG GE 8	4-7	\$39.99	800-701-5327	leapfrog.com
51.	LeapFrog	LeapTV ES EL TC VG 1	3-8	\$149.99	800-701-5327	leapfrog.com
52.	Learning Circle Kids	Reader Bee and the Story Tree ES LA GE MM 3	3-6	\$1.99	650-350-6011	readerbee.com
53.	Learning Journey	Magnetic Spell & Learn Board CP ES GE TR 2	3-6	\$19.99	877-839-3969	thelearningjourney.com

54.	LEGO Systems	LEGO DUPLO Treasure Attack TY CO 9	2-5	\$29.99	860-835-4386	lego.com
55.	LightUp, Inc.	LightUp Edison Kit ES MM TC CO 2	5-10	\$49.99	804-404-5678	lightup.io
56.	Mme Alexander Doll	Travel Friends Play Doll AE GG CT DO 1	3-12	\$19.95	800-229-5192	madamealexanderdoll.com
57.	Magformers	Magnets in Motion 61 Piece Gear Set CP ES TY CO 9	3-12	\$99.99	877-817-4574	magformers.com
58.	Maple Landmark	My Activity Clock CP ES WT SR 2	3-7	\$26.00	800-421-4223	maplelandmark.com
59.	MEGA Brands	1st Builders Fast Tracks Rescue Team ES AP HO CO 9	12-5	\$34.99	800-465-6342	megabloks.com
60.	MGA	Lalaloopsy Color Me AC AP FP DO 7	4-12	\$29.99	800-222-4685	littletikes.com
61.	MindWare	Seek-a-Boo ES LA CG AP 5	12-3	\$19.95	800-999-0398	mindware.com
62.	Morphun Education	Junior Starter Rainbow 400 Set AP CO CP MM 9	3-7	\$85.00	718-851-2615	morphun.com
63.	Mother Company	The Safety Show SR CT MM DV 4	2-8	\$14.99	800-826-8150	rubysstudio.com
64.	Music Together	All Around the Kitchen BO CP ML MM 6	1-8	\$13.95	800-728-2692	musictogether.com
65.	Music Together	May All Children Singalong BO CP ES ML 6	1-7	\$13.95	800-728-2692	musictogether.com
66.	Music Together	Ridin' in the Car Singalong BO CP ES ML 6	1-7	\$13.95	800-728-2692	musictogether.com
67.	na2ure	Ani-gram-it PZ SC SR GN 5	8-12	\$60.00	212-447-0034	na2ure.com
68.	NumbersAlive!	myPi ES PL OT TY 2	3-12	\$35.00	202-652-1820	numbersalive.org
69.	OgoSport	OgoBILD with AnimateIt! Studio Kit CP MM TC CO 7	6-12	\$70.00	718-554-0777	ogospport.com
70.	Pacific Play Tents	Space Station AE OP FP SC 8	3-8	\$179.99	877-722-0083	pacificplaytents.com
71.	Paper Punk	Urban Fold Paper Block City AC CP ES PZ 9	6-12	\$24.95	415-380-1940	paperpunk.com
72.	Paz Toys	Webee ES EG EL CP 3	1-5	\$69.00	855-422-8697	paztoys.com
73.	Physical Apps	TheO SmartBall AE ES MM GE 3	3-12	\$39.95	603-305-3948	physicalapps.com
74.	Realtimes Products	Multiples Early Years, The ES SR OT MA 2	3-6	\$34.99	802-345-1182	themultiples.com
75.	Roominate/Maykah	Roominate Chateau CO DH ES CP 9	6-12	\$49.99	206-384-5413	roominatetoy.com
76.	Saban Brands	Julius Jr. Rock ,nPlayhouse Box AP DH OT TY 1	2-5na2	\$44.99	310-557-5230	sabanbrands.com
77.	Seedling	Design your own Superhero Mask AE AC CS FP 7	4-12	\$23.99	855-500-9260	seedlingusa.com
78.	Senseez Pillows	Senseez Orange Circle ES OT MM TY 10	4-12	\$39.99	866-837-3851	senseez.com
79.	Shepherd Kit	Oriental Culture Discovery Kit AC CP CT ES 10	3-6	\$54.99	626-254-3012	shepherdkit.com.tw/
80.	Smart Toys & Games	SmartMax Mega Ball Run CO SC ES CP 9	3-12	\$119.99	800-542-6375	smartmax.eu/en
81.	SmartNoggin	NogginStik Developmental Rattle TY ES 1	0-12	\$22.99	574-612-5295	smartnoggin.com
82.	Sparkup	Magical Book Reader CP ES BO MM 10	0-12	\$59.99	866-322-4675	sparkupreader.com
83.	Sprout Recordings	American Heroes #4 ES MM CE ML 6	7-11	\$12.99	800-577-7688	jonsprout.com
84.	Tactic USA	Junior Alias ES LA GE BG 5	4-12	\$14.99	800-554-1447	tactic.net
85.	Tangible Play	Osmo EL CP EG TC 3	6-12	\$99.00	650-450-3585	playosmo.com
86.	Tiggly	Tiggly Shapes CP ES MM TY 3	18mo-4	\$29.95	203-247-0415	tiggly.com
87.	Treasured Passages	One Little Mailbox CP ES GE OT 10	3-10	\$36.00	800-590-1633	treasuredpassages.com
88.	TREND enterprises	A to Z Dino Dot-to-Dot Dino-Mite Pals AP BO ES TR 2	3-6	\$4.99	800-860-6762	trendenterprises.com
89.	uKloo Kids Inc	Riddle Ed. Treasure Hunt Game AE ES LA CG 5	7-9	\$17.95	416-407-2562	ukloo.com
90.	Utd Healthcare Child.Found.	Oliver & Hope's Adventure CP ES SR CT 4	3-8	\$16.95	855-698-4223	uhccf.org
91.	Upside Down Games	Yoga Spinner AE ES GE SR 8	5-12	\$15.99	888-746-1453	upsideowngames.us
9*2.	VTech	InnoTab 3S Plus Learning Tablet ES MM IN TR 3	3-9	\$79.99	800-521-2010	vtechkids.com
93.	Whistlefritz	French for Kids: On Va Jouer ES SR MM OT 6	1-7	\$19.99	866-944-7859	whistlefritz.com
94.	Whistlefritz	Sabor! AE ES SR MM 6	0-12	\$14.99	866-944-7859	whistlefritz.com
95.	Wild Republic	Creations GN OT SR UN 10	3-12	\$2.99	800-800-9678	kmttoys.com
96.	Wonder Workshop	Dash MM TC ES SW 3	5-12	\$169.00	415-217-9682	makewonder.com
97.	WowWee	MiP MM EL TC TY 3	8-12	\$99.99	858-729-6580	wowwee.com
98.	YouthLight	Drama Llama Interactive CP ES LA MM 6	4-8	\$24.95	803-345-1070	youthlight.com
99.	Yvolution	Y Flicker LIFT AE OP AP TY 8	7-12	\$149.99	855-373-1235	yvolution.com/en
100.	Zeenie Dollz	Zeenie Dollz Sini ES SR GN DO 4	4-12	\$49.99	714-898-3019	zeenedollz.com

**KEY:**

AC = arts and craft	DO = doll	HO = hobby	SC = science
AE = active	DV = DVD	IN = internet	SR = socially responsible
AP = activity product	EC = Children's entertainment	LA = language	SW = software
BG = board game	EG = electronic game	MA = math	TC = technology
BO = book	EL = electronic product	ML = musical	TR = travel
CE = children's entertainment	EQ = equipment	MM = multimedia	TS = transportation
CG = card game	ES = educational skills	NO = novelty	TY = toy
CO = construction	FP = fantasy play	OP = outdoor play	UN = unique
CP = creative product	GE = game	OT = other	VG = video game
CS = costume	GG = geography	PL = plush	WT = wooden toy
CT = cultural	GN = green	PU = puppet	
DH = doll house	HM = hand made	PZ = puzzle	

**“SMART” PLAY CATEGORY:**

- Top 10 Audio/Visuals = 6
- Top 10 Active Products = 8
- Top 10 Building Toys = 9
- Top 10 Children's Products = 10
- Top 10 Creative Products = 7

- Top 10 Educational Products = 2
- Top 10 Games = 5
- Top 10 High Tech Products = 3
- Top 10 Socially Responsible Products = 4
- Top 10 Toys = 1



# DR. TOY'S 100 BEST CHILDREN'S PRODUCTS FOR 2014

Selected by Stevanne Auerbach, Ph.D. (Dr. Toy)

And Jennie Ito, Ph.D.

## 1. BEST ACTIVE TOYS

#	Company	Product Type	Age	Price	CustSrv#	www.
8	Brand 44	Slackers 50' Slackline AE OP ES SR	5-12	\$79.99	303-339-0482	brand44co.com
8	Brand 44	Slackers Balance Blox AE OP AP TY	3-10	\$99.99	303-339-0482	brand44co.com
8	Diggin Active	Lazer Pitch Baseball AE MM OP AP	5-12	\$54.99	888-388-8835	digginactive.com
8	Grow'n Up	2-in-1 Slide To Rocker AE OP TY	18mo-3	\$69.99	888-468-9898	grow-n-up.com
8	Jumpport	iBounce Too & RompyRoo AE ES OP DV	3-5	\$79.99	888-567-5867	jumpsport.com
8	Kid O Toys	Tree Push Toy AE ES TY	1-3	\$30.00	212-366-5858	kidotoys.com
8	LeapFrog	LeapBand CE EL EG GE	4-7	\$39.99	800-701-5327	leapfrog.com
8	Pacific Play Tents	Space Station AE OP FP SC	3-8	\$179.99	877-722-0083	pacificplaytents.com
8	Upside Down Games	Yoga Spinner AE ES GE SR	5-12	\$15.99	888-746-1453	upsidegames.com
8	Yvolution	Y Flicker LIFT AE OP AP TY	7-12	\$149.99	855-373-1235	yvolution.com/en

## 2. BEST AUDIO/VIDEO TAPES/CDs

#	Company	Product Type	Age	Price	CustSrv#	www.
6	Charm School Records	"Daycare Dance Party" DV CE ML MM	18mo-12	\$12.99	434-250-2722	preschoolpopstars.com
6	Foreign Languages for Kids	Spanish Vols. 1 & 2 ES LA DV CT	3-12	\$49.99	301-299-8000	foreignlanguagesforkids.com
6	Green Kids Club	Gorilla's Roar Cartoon ES SR GN MM	3-12	\$8.50	208-881-5183	green-kids-club.com
6	Music Together	All Around the Kitchen BO CP ML MM	1-8	\$13.95	800-728-2692	musictogether.com
6	Music Together	May All Children Singalong BO CP ES ML	1-7	\$13.95	800-728-2692	musictogether.com
6	Music Together	Ridin' in the Car Singalong BO CP ES ML	1-7	\$13.95	800-728-2692	musictogether.com
6	Sprout Recordings	American Heroes #4 ES MM CE ML	7-11	\$12.99	800-577-7688	jonsprout.com
6	Whistlefritz	French for Kids: On Va Jouer ES SR MM OT	1-7	\$19.99	866-944-7859	whistlefritz.com
6	Whistlefritz	Sabor! AE ES SR MM	0-12	\$14.99	866-944-7859	whistlefritz.com
6	YouthLight	Drama Llama Interactive CP ES LA MM	4-8	\$24.95	803-345-1070	youthlight.com

## 3. BEST BUILDING TOYS

#	Company	Product Type	Age	Price	CustSrv#	www.
9	Geomagworld	Geomag Mechanics CP ES SC HO	5-12	\$100.00	301-895-5593	geomagworld.com
9	Kiwi Crate	Tinker Crate AC AP CP ES	9-12	\$16.95	888-574-6387	kiwicrate.com
9	Laser Pegs	30 in1 NG500 Ldms & Archaeol ES SR CO HO	5-12	\$79.99	866-432-3735	laserpegs.com
9	LEGO Systems	LEGO DUPLO Treasure Attack TY CO	2-5	\$29.99	860-835-4386	lego.com
9	Magformers	Magnets in Motion 61 Piece Gear Set CP ES TY CO	3-12	\$99.99	877-817-4574	magformers.com
9	MEGA Brands	Mega Bloks 1st Builders Fast Tracks Rescue Team ES AP HO CO	12-5	\$34.99	800-465-6342	megabloks.com
9	Morphun Education	Junior Starter Rainbow 400 Set AP CO CP MM	3-7	\$85.00	718-851-2615	morphun.com
9	Paper Punk	Urban Fold Paper Block City AC CP ES PZ	6-12	\$24.95	415-380-1940	paperpunk.com
9	Roominate/Maykah	Roominate Chateau CO DH ES CP	6-12	\$49.99	206-384-5413	roominatetoy.com
9	Smart Toys & Games	SmartMax Mega Ball Run CO SC ES CP	3-12	\$119.99	800-542-6375	smartmax.eu/en

## 4. BEST CHILDREN'S PRODUCTS

#	Company	Product Type	Age	Price	CustSrv#	www.
10	ALEX Brands	Scientific Explorer's Color Mysteries Kit CP AC ES SC	5-12	\$25.99	800-666-2539	alexbrands.com
10	b. dazzle	Carousel Ponies Scamble Squares® Puzzle CG ES PZ TR	4-12	\$9.95	800-809-4242	b-dazzle.com
10	DuneCraft	Slick Sand Mini Kit ES GN SC NO	3-12	\$4.99	800-306-4168	dunecraft.com
10	InRoad Toys	PlayTape AE CP ES SR	3-10	\$1.99	888-311-7165	inroadtoys.com
10	Kitchen Kid	Raddish CP ES SC SR	3-12	\$20.00	310-450-3462	raddishkids.com
10	Senseez Pillows	Senseez Orange Circle ES OT MM TY	4-12	\$39.99	866-837-3851	senseez.com
10	Shepherd Kit	Oriental Culture Discovery Kit AC CP CT ES	3-6	\$54.99	626-254-3012	shepherdkit.com.tw/
10	Sparkup	Magical Book Reader CP ES BO MM	0-12	\$59.99	866-322-4675	sparkupreader.com
10	Treasured Passages	One Little Mailbox CP ES GE OT	3-10	\$36.00	800-590-1633	treasuredpassages.com
10	Wild Republic	Creations GN OT SR UN	3-12	\$2.99	800-800-9678	kmtoys.com

For more information, write to Dr. Toy, Institute for Childhood Resources  
268 Bush Street, San Francisco, CA 94104

Website: <http://www.drtoy.com> E-mail: [drtoy@drtoy.com](mailto:drtoy@drtoy.com)

## 5. BEST CREATIVE PRODUCTS

#	Company	Product Type	Age	Price	CustSrv#	www.
7	ALEX Brands	Alex Wood Wonders Ultimate Set CP AC TY WT	5-12	\$25.00	800-666-2539	alexbrands.com
7	Ann Williams Grp	Loopdeloom CP AC	8-12	\$29.99	248-731-8588	annwilliamsgroup.com
7	Fashion Angels	It's My Biz AC CP ES HM	8-12	\$19.99	800-492-3237	fashionangels.com
7	Galison/Mudpuppy	Dinosaur Shadow Puppets CP CE FP PU	3-12	\$16.99	212-354-8840	galison.com
7	Hermosa Beach Concepts	Magnet Friends AC AP CP OT	4-12	\$39.99	818-554-9352	magnetfriends.com
7	Horizon Group	My First Wood Shop CP HM CO WT	6-9	\$9.97	908-810-1111	craftprojectideas.com
7	Kahootz	Spirograph Super Kit CP ES AP AC	8-12	\$39.99	734-222-9798	kahootztoys.com
7	MGA	Lalaloopsy Color Me AC AP FP DO	4-12	\$29.99	800-222-4685	littletikes.com
7	OgoSport	OgoBILD w AnimateIt! Studio Kit CP MM TC CO	6-12	\$70.00	718-554-0777	ogosport.com
7	Seedling	Design your own Superhero Mask AE AC CS FP	4-12	\$23.99	855-500-9260	seedlingusa.com

## 6. BEST EDUCATIONAL PRODUCTS

#	Company	Product Type	Age	Price	CustSrv#	www.
2	4M Indus.Develop.	Crystal Growing Exptl Kit CP ES SC HM	10-12	\$18.00	800-356-0474	4m-ind.com
2	Bigjigs Toy	Learn to Count ES MA PZ	1-4	\$25.00	866-459-7829	bigjigstoys.com
2	Discover w/Dr. Cool	Real Meteorite Excavation Kit! AE OP ES SC	6-12	\$11.99	855-437-2665	discoverwithdrcool.com
2	Discovery Toys	Body Amazing Puzzle ES PZ TY WT	4-9	\$23.00	800-341-8697	discoverytoys.net;
2	Learning Journey	Magnetic Spell & Learn Board CP ES GE TR	3-6	\$19.99	877-839-3969	thelearningjourney.com
2	LightUp, Inc.	LightUp Edison Kit ES MM TC CO	5-10	\$49.99	804-404-5678	lightup.io
2	Maple Landmark	My Activity Clock CP ES WT SR	3-7	\$26.00	800-421-4223	maplelandmark.com
2	NumbersAlive!	myPi ES PL OT TY	3-12	\$35.00	202-652-1820	numbersalive.org
2	Realtimes Products	Multiples Early Years, The ES SR OT MA	3-6	\$34.99	802-345-1182	themultiples.com
2	TREND enterprises	A to Z Dino Dot-to-Dot Dino-Mite Pals AP BO ES TR	3-6	\$4.99	800-860-6762	trendenterprises.com

## 7. BEST GAMES

#	Company	Product Type	Age	Price	CustSrv#	www.
5	Art's Ideas	Jenga Giant AE OP CO WT	10-12	\$129.99	310-424-4527	.artsideas.biz
5	Bananagrams	WildTiles ES GE TY	7-12	\$14.95	888-234-5450	bananagrams.com
5	Chronicle Books	Press Here Game CP AC ES BG	3-12	\$19.99	800-759-0190	chroniclebooks.com
5	Funnybone Toys	Disruptus CG CP LA CG	10-12	\$24.99	855-386-2663	funnybonetoys.com
5	GameBrotherZ	MimiQ CG GE	4-12	\$6.99	514-564-6379	gamebrotherz.com
5	Gamewright	Pyramix ES GE BG	8-12	\$23.99	800-924-6006	gamewright.com
5	MindWare	Seek-a-Boo ES LA CG AP	12-3	\$19.95	800-999-0398	mindware.com
5	na2ure	Ani-gram-it PZ SC SR GN	8-12	\$60.00	212-447-0034	na2ure.com
5	Tactic USA	Junior Alias ES LA GE BG	4-12	\$14.99	800-554-1447	tactic.net
5	uKloo Kids Inc	Riddle Ed. Treasure Hunt Game AE ES LA CG	7-9	\$17.95	416-407-2562	ukloo.com

## 8. BEST HIGH TECH PRODUCTS

#	Company	Product Type	Age	Price	CustSrv#	www.
3	ClickN Kids	ClickN KIDS Family Tablet ES MM SW	3-12	\$99.00	877-254-2522	clicknkids.com
3	Evolve	Ozobot CP ES BG TC	8-12	\$49.99	310-318-0070	ozobot.com
3	Learning Circle Kids	Reader Bee and the Story Tree ES LA GE MM	3-6	\$1.99	650-350-6011	readerbee.com
3	Paz Toys	Webee ES EG EL CP	1-5	\$69.00	855-422-8697	paztoys.com
3	Physical Apps	TheO SmartBall AE ES MM GE	3-12	\$39.95	603-305-3948	physicalapps.com
3	Wonder Workshop	Dash MM TC ES SW	5-12	\$169.00	415-217-9682	makewonder.com
3	Tangible Play	Osmo EL CP EG TC	6-12	\$99.00	650-450-3585	playosmo.com
3	Tiggly	Tiggly Shapes CP ES MM TY	18mo-4	\$29.95	203-247-0415	tiggly.com
3	VTech	InnoTabS Plus Learning Tablet ES MM IN TR	3-9	\$79.99	800-521-2010	vtechkids.com
3	WowWee	MiP MM EL TC TY	8-12	\$99.99	858-729-6580	wowwee.com

## 9. BEST SOCIALLY RESPONSIBLE PRODUCTS

#	Company	Product Type	Age	Price	CustSrv#	www.
4	Creatively Canny	Nate The Dragon Stops Bullying CP ES SR BO	8-10	\$8.95	920-220-1266	creativelycanny.com
4	Fiammetta Toy Co.	Stork Babies AE ES GG DO	4-10	\$6.99	778-871-7177	mystorkbabies.com
4	fischertechnik	fischertechnik Solar CO CP ES GN	7-12	\$27.00	888-561-7521	fischertechnik.com
4	FoxMind Games	Time in a Box AE GE SR UN	4-12	\$17.95	866-369-6463	foxmind.com
4	Green Kids Club	Wolf Howls Gift Set CP AC GN SR	3-10	\$29.98	208-881-5183	green-kids-club.com
4	Happy Smiles for Kids	Hospital Buddy CP DO SR TY 4	0-12	\$22.99	541-232-8689	happysmilesforkids.com
4	Just Play	Doc McStuffins Talking Mobile CP ES OT TY	3-12	\$49.99	800-317-3245	justplaytoys.com
4	Mother Company	The Safety Show SR CT MM DV	2-8	\$14.99	800-826-8150	rubysstudio.com
4	UnitdHealthcareChild Found.	Oliver & Hope's Adventure CP ES SR CT	3-8	\$16.95	855-698-4223	uhccf.org
4	Zeenie Dollz	Zeenie Dollz Sini ES SR GN DO	4-12	\$49.99	714-898-3019	zeeniedollz.com

## 10. BEST TOYS

#	Company	Product Type	Age	Price	CustSrv#	www.
1.	Automoblox	Mini Emergency 3-pack CP GN TS WT	3-12	\$40.00	973-442-9444	automoblox.com
2.	Cartwheel Kids	Peter Rabbit Adventure Treehouse DH TY	2-5	\$29.99	888-906-4397	cartwheelkids.com
3.	Corolle Dolls	Mon Premier Bebe Calin Maria ES LA FP DO	18mo-4	\$42.00	800-214-9711	us.corolle.com
4.	Dream Big Toy	Go! Go! Sports Girl Read & Play BO ES DO SR	5-10	\$24.99	877-351-1031	gogosportsgirls.com
5.	Folkmanis	Grunting Pig Puppet CP TY PL PU	3-12	\$29.99	800-654-8922	folkmanis.com
6.	Gorgeous Products	Boikido Multi-Activity Ctr. AE ES SR TY	12-3	\$44.99	847-984-6158	boikido.com
7.	LeapFrog	LeapTV ES EL TC VG	3-8	\$149.99	800-701-5327	leapfrog.com
8.	Mme Alexander Doll	Travel Friends Play Doll AE GG CT DO	3-12	\$19.95	800-229-5192	madamealexanderdoll.com
9.	Saban Brands	Julius Jr. Rock ,n Playhouse Box AP DH OT TY	2-5	\$44.99	310-557-5230	sabanbrands.com
10.	SmartNoggin	NogginStik Developmental Rattle TY ES	0-12	\$22.99	574-612-5295	smartnoggintoy.com

### KEY:

AC = arts and craft

AE = active

AP = activity product

BG = board game

BO = book

CE = children's entertainment

CG = card game

CO = construction

CP = creative product

CS = costume

CT = cultural

DH = doll house

DO = doll

DV = DVD

EC = Children's entertainment

EG = electronic game

EL = electronic product

EQ = equipment

ES = educational skills

FP = fantasy play

GE = game

GG = geography

GN = green

HM = hand made

HO = hobby

IN = internet

LA = language

MA = math

ML = musical

MM = multimedia

NO = novelty

OP = outdoor play

OT = other

PL = plush

PU = puppet

PZ = puzzle

SC = science

SR = socially responsible

SW = software

TC = technology

TR = travel

TS = transportation

TY = toy

UN = unique

VG = video game

WT = wooden toy

For more information, write to Dr. Toy, Institute for Childhood Resources  
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