Guide to Holiday Shopping

Featuring the toy industry’s top picks for the 2015 Toy of the Year Awards

TOTY supports the Toy Industry Foundation and helps bring new toys to kids in need.
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What are this season’s hottest new toys?

Experts agree that the perfect toy for your child is one that has been carefully selected for his or her age, personality and interests. From classic toys to those with a high-tech twist or games that build active bodies and active minds, you’ll find tons of inspiration among the 2015 Toy of the Year (TOTY) finalists featured in this Guide and on the ToyAwards.org website.

Each finalist in 12 different categories has been selected from hundreds of nominations received from North America’s top toy companies. You’re sure to find some great gift-giving ideas that will bring a smile to the face of every child on your list—no matter how old!

Vote for YOUR favorite toys and you’ll automatically be registered to win one of twelve prize packages at ToyAwards.org.

Toy of the Year Sweepstakes

Your votes will help choose this year’s winners … and give you a chance to win big, too!

Every vote cast on ToyAwards.org is an entry for a prize package containing all of the toys in one of the 12 TOTY categories. For example, if you vote for your favorite Educational Toy of the Year, you could win all seven toys in that category.

Your name will be automatically entered into the sweepstakes each time you vote … but remember, only one vote per e-mail address is allowed in each category!

Voting closes on January 11th; all winners will be notified in February 2014.

Only one prize package will be awarded per family or address. All rules and full category prize package details are listed on ToyAwards.org.
Toy Buying Tips

It’s very important to pick toys that are age-appropriate for the children who will be playing with them. Several of the TOTY categories have a mix of toys for children of different ages, so please be mindful of the age grade on each product.* The following tips can also help guide your selections:

0–6 Months
Babies can’t yet grasp objects, so they tend to use their ears and eyes to experience play. Go for toys that make noise or have high-contrast, black-and-white, or brightly colored images.

6–12 Months
As they’re mastering their motor skills, babies who can sit up enjoy toys they can bang, stack, put in and take out, and open and shut. Once they start moving, find toys that move along with them.

1–2 Years
Fueled by curiosity and wonder, incredibly active toddlers need toys for physical play—walking, climbing, pushing, and riding. Imaginative and educational toys are also highly beneficial.

2–3 Years
Older toddlers enjoy toys for active play such as jumping, climbing and throwing. And with good hand and finger coordination, arts and crafts, puppets, blocks, and simple puzzles make great choices.

3–6 Years
Masters of make-believe, kindergartners like to act out grown-up roles and use costumes and props to bring their imagination to life. Materials for arts and crafts are also popular with this age-group.

6–9 Years
Play that requires strategy and skill—such as board games, tabletop sports and age-appropriate sporting equipment—are perfect picks for school-age children. Fashion dolls and action figures also help them to explore grown-up worlds.

9–12 Years
Pre-teens begin to develop hobbies and enjoy crafts, model kits, magic sets, construction sets, science kits and jigsaw puzzles.

* TIA requires verification that all TOTY finalist products have been reviewed by an independent third-party testing lab and comply with strict U.S. toy safety standards.

Play it Safe

1. Check and follow age guidance and other safety information on packaging.
2. Avoid toys with small parts (or pieces that separate or can be broken off) for children under age three (3) and children who mouth toys.
3. Inspect toys at the store, looking for sturdy parts that can stand up to the rigors of your child’s play.
4. Read instructions for assembly and use. Complete and return warranty cards (which are also used if a recall is issued).
5. Remove and discard all packaging from a toy before giving it to a baby or small child.
6. Separate toys to ensure that younger children cannot access toys that are too old and potentially unsafe for them.
7. Supervise children when they play. Remind caregivers, including grandparents, of play-related safety concerns.
8. Exercise caution when buying toys at flea markets and second-hand shops, as these vendors may not be monitoring for recalled products.

Visit ToyInfo.org for additional shopping and toy safety tips, play guides and more.
About the TOTY Awards

The Toy of the Year (TOTY) Awards is sponsored by the toy industry itself to recognize the top toys available this holiday season. With 83 toy, game and property finalists across 12 different categories, the TOTY program is one of the most comprehensive holiday lists available.

There are three things that set the TOTY Awards apart from other award programs:

1. The contenders are nominated by the toy companies themselves;
2. the finalists are selected by industry experts; and
3. the winners are chosen by consumers, retailers, journalists, bloggers, academics and other members of the industry.

One vote per e-mail address is allowed in each category.

Voting is open through Sunday, January 11th at 11:59 PM. The winners will be announced during a celebration in New York City on February 13th. The event in February is also a huge fundraiser for the Toy Industry Foundation, a charity that helps bring the magic and joy of new toys and play to children in need.
<table>
<thead>
<tr>
<th><strong>Activity Toy of the Year</strong></th>
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<tbody>
<tr>
<td><strong>Crayola Paint Maker</strong></td>
</tr>
<tr>
<td>by Crayola</td>
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<tr>
<td>Create custom paint colors in minutes! The paint strip technology reduces mess and makes color creation easy. This interactive kit provides everything you need to make 15 unique paint colors. Whether you experiment with colors or keep things simple, this kit guides you through every step of the process!</td>
</tr>
<tr>
<td><strong>Dohvinci Style And Store Vanity Kit</strong></td>
</tr>
<tr>
<td>Make your room pop with a customizable place to store all your favorite things! Use the Styler tool to make this mirror and drawer set uniquely yours with colorful designs. Includes five-piece vanity with mirror, add-on flourishes, Styler tool, design tip, edging tool, four DECO POP colors and inspiration guide.</td>
</tr>
<tr>
<td><strong>Hot Wheels® Airbrush Auto Design</strong></td>
</tr>
<tr>
<td>by Mattel</td>
</tr>
<tr>
<td>Airbrush designer enables racers to easily create a custom ride to impress friends on and off the track! Features specially formulated airbrush pens that offer great coverage, fast drying times, and are virtually mess-free. Includes one customizable car, three colorful airbrush pens, stencils and a spray mask.</td>
</tr>
<tr>
<td><strong>It’s My Biz</strong></td>
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<tr>
<td>It’s My Biz™ by Fashion Angels helps tween girls become the She-E-O of their own real business and build confidence in their futures while having fun. The line includes 4 activity kits and the Biz Guide with the tools and teachings that offer girls help to become tomorrow’s leaders.</td>
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<tr>
<td><strong>Lego® Mixels™</strong></td>
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<tr>
<td>Building takes a whacky turn with LEGO® Mixels, a new franchise co-developed with Cartoon Network for 2014. Mixels combine using their “magic mixer,” which can create any shape or form imaginable. Mixels is a mini LEGO character building experience that showcases the versatility of endless building opportunities, inspiring creativity, imagination and hours of fun along the way.</td>
</tr>
<tr>
<td><strong>Roominate Chateau</strong></td>
</tr>
<tr>
<td>by Roominate</td>
</tr>
<tr>
<td>Roominate™ Chateau is a hands-on, open-ended, wired building set for girls that combines construction, circuits, design, crafts and storytelling. It develops STEM skills by allowing girls to construct buildings, design furniture and set-up wire circuits for working windmills, elevators and lights. The possibilities are endless, resulting in hours of play!</td>
</tr>
<tr>
<td><strong>Washi Tape Stickers</strong></td>
</tr>
<tr>
<td>The classic way for aspiring artists to create millions of amazing designs is back and better than ever! The set features all the iconic wheels and rings of the original, re-engineered and updated for today. Also features a high quality carrying case, snap in storage and built-in drawing surface.</td>
</tr>
</tbody>
</table>
Smash, crash, roll and bash with the all-new Air Hogs RollerCopter! This totally new RC helicopter enables pilots to roll along the ground, up walls and even along the ceiling! The protective cage allows the helicopter to take serious bumps and keep on going.

Help world-famous air racer Dusty Crophopper save the day and put out the blaze by scooping up “water” balls and racing to the rescue. Take aim, pull the lever and shoot the “water” balls at the “fire” targets to take them out. Comes with multiple targets and “water” balls that store in plane pontoons. Realistic sounds and phrases triggered by Smart Sound Technology enhance the play.

Create your own legendary Super Hero with Marvel Super Hero Mashers. All of the action figure parts are removable so you can swap their arms, legs and head with other Super Hero Mashers Marvel action figures to create the ultimate Marvel Super Hero.

Introducing Max Tow Truck, one of the most powerful toy trucks to hit the market! This incredible toy truck can push and pull up to 200 pounds and climb over just about any obstacle. Just when you think he can’t do anymore, shift him into high gear for Max Power! 50 phrases/sounds are available during play.

NERF MEGA power and performance transition from blaster to bow with the addition of the N-STRIKE MEGA THUNDERBOW toy. Its dynamic arms and traditional pull-back system fires five NERF MEGA whistler darts in a row up to 100 feet. Includes 10 MEGA Whistler darts.

The collection of 5” basic movie action figures are highly detailed, fully articulated and uniquely sculpted to reflect the Turtles’ appearance in the 2014 major motion picture “Teenage Mutant Ninja Turtles.” Each figure is equipped with unique accessories and is compatible with the new movie vehicle.

A wild pet dinosaur. Sensors in his nose allow him to react to his surroundings. Kids can train him to sit, speak, and perform tail whips. His eyes change color depending on his mood and he comes with a controller, allowing him to run, chomp, move his head and tail, and become angry, on command.
<table>
<thead>
<tr>
<th>Product Name</th>
<th>Age Range</th>
<th>MSRP</th>
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</thead>
<tbody>
<tr>
<td>Barbie® Fashion Design Maker™ Doll</td>
<td>Ages 6+</td>
<td>$49.99</td>
</tr>
<tr>
<td>Kurio Xtreme</td>
<td>Ages 6+</td>
<td>$129.99</td>
</tr>
<tr>
<td>LeapTV™</td>
<td>Ages 3–8 years</td>
<td>$149.99</td>
</tr>
<tr>
<td>LEGO® Fusion</td>
<td>Ages 7+</td>
<td>$34.99</td>
</tr>
<tr>
<td>Skylanders® Trap Team™</td>
<td>Ages 6–12 years</td>
<td>$74.99</td>
</tr>
<tr>
<td>Tiggly Counts</td>
<td>Ages 3+</td>
<td>$29.95</td>
</tr>
<tr>
<td>Virtual Design Pro</td>
<td>Ages 6+</td>
<td>$29.99</td>
</tr>
</tbody>
</table>

**NOTES:**
- Barbie® Fashion Design Maker™ Doll
  - Design and print real, wearable, custom fashions for Barbie. Create designs with the prints and accessories included in the software. Bring the designs to life by printing out your custom creations on printable fabric - the fashions transform from 2D to 3D! Peel off the fashions, and adhere to Barbie.
- Kurio Xtreme—a 7" Wi-Fi-enabled Android 4.4 kids tablet designed for Xtreme play. Features 10 exclusive Kurio Motion games, the first body motion games on a tablet; 300+ of preloaded apps/games; Google Play access; Bluetooth technology; and 24/7 customer support from the tablet and parental controls, providing the safest online experience.
- LeapTV™ is the educational, active video gaming system built just for kids ages 3-8. Kids learn through motion by jumping, dancing and more through engaging curriculum and gameplay. LeapTV comes with a camera, console and controller that support three ways to play: body motion, classic controller play and pointer play.
- Children can bring their building creations to life with LEGO® Fusion—a fun and creative way of combining real LEGO® brick building with a smartphone or tablet.
- Skylanders® is redefining the Toys-to-Life™ phenomenon with another ground-breaking innovation, Skylanders® Trap Team™. Activision previously brought physical toys to life inside games. With Skylanders Trap Team, the magic is reversed and kids can now pull characters out of the game and place them into physical "traps", effectively bringing life to toys.
- The first iPad math toy for children ages 3+. Inspired by Montessori’s classic cuisenaire rods, Tiggly Counts includes five colorful counting toys that interact with three parent- and educator-approved learning apps. The combination of physical and digital play helps children develop number sense, counting skills, and understanding of math operations.
- Crayola Virtual Design Pro brings your designs to life virtually, just like a professional designer. With a full range of colorful design tools and special software that brings your designs to life, you can create your own virtual fashion show or drive your own customized car.
### Educational Toy of the Year

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Manufacturer</th>
<th>Ages</th>
<th>MSRP</th>
</tr>
</thead>
<tbody>
<tr>
<td>GoldieBlox™ and the Builder’s Survival Kit</td>
<td>GoldieBlox™, Inc.</td>
<td>7–12</td>
<td>$59.99</td>
</tr>
<tr>
<td>InnoTab® MAX</td>
<td>VTech®</td>
<td>3–9</td>
<td>$109.99</td>
</tr>
<tr>
<td>LeapBand™</td>
<td>LeapFrog</td>
<td>4–7</td>
<td>$39.99</td>
</tr>
<tr>
<td>LEGO® Technic</td>
<td>LEGO Systems, Inc.</td>
<td>7+</td>
<td>$12.95–$249.99</td>
</tr>
<tr>
<td>Little Scholar™</td>
<td>School Zone Publishing</td>
<td>3+</td>
<td>$149.95</td>
</tr>
<tr>
<td>Remote-Control Machines DLX</td>
<td>Thames &amp; Kosmos</td>
<td>8+</td>
<td>$124.95</td>
</tr>
</tbody>
</table>

**NOTES:**

- Get preschoolers excited about science and introduce them to the miracles of magnification with My First Microscope! Magnify any small object – flat or dimensional – at 8x with this real, working microscope designed especially for little kids!

- GoldieBlox and the Builder’s Survival Kit is the ultimate expansion pack for the most adventurous innovator! The set includes more than 190 pieces and Goldie’s Diary of Inventions. With included prompts, kids choose their own difficulty level for building, big or small; develop spatial and reading skills; and build confidence in problem solving.

- InnoTab® MAX is VTech’s fastest Wi-Fi tablet yet with up to six times the processing power of previous generations and a high-resolution 7” multi-touch screen. It uniquely combines VTech’s expert-supported learning library with carefully selected educational Android apps, offering the best of both learning worlds with over 650 titles.

- The LeapBand wearable activity tracker for kids encourages active play and healthy habits. It gets kids moving and having fun with 50 activities and challenges, tracking physical movement so the more active a child is, the more points they earn to unlock additional play and rewards for their virtual pet.

- LEGO® Technic caters to more advanced builders who enjoy the challenge of creating authentic models with detailed functionality that mimic their real world counterparts. Sets include technical elements, such as gears, beams, pulleys, actuators and pneumatics, and each set includes step-by-step building instructions for an alternate model.

- Created by School Zone, the experts in early education, Little Scholar™ is the best tablet to prepare kids ages 3-7 for Pre-K through 1st grade. Little Scholar is preloaded with proven educational content to teach kids essential skills needed for school, including 200+ apps, books, songs and videos. ($390 value).

- A souped-up version of the best-selling Remote Control Machines kit, kids will learn about motorized machines, the science behind robotics, and building. Build your own motorized vehicles and control them with a wireless remote control unit. A unique six-button infrared remote allows you to control three different motors simultaneously.
**Bounce-Off™ Game**  
by Mattel, Inc. | www.mattelgames.com | Ages 7+ | MSRP: $17.99

Bounce-Off™ is the ultimate head-to-head competition game for those ages 8 to 88. To play: Flip over a card to determine the pattern, then race to form it by cleverly bouncing balls into the grid. The first color to complete the pattern wins the game!

**Disney Eye Found It Game**  
by Wonder Forge | www.wonderforge.com | Ages 5+ | MSRP: $19.99

Join Mickey Mouse and friends on an exciting race through 12 exquisitely illustrated Disney realms, from Radiator Springs and Alice’s Wonderland to Peter Pan’s Never Land and Pooh’s Hundred Acre Wood. Throughout the race, everyone searches for iconic Disney objects...and gets a chance to say, “I found it!”

**Kanoodle® Genius**  
by Educational Insights | www.educationalinsights.com | Ages 8+ | MSRP: $12.99

Kanoodle® Genius gives kids and adults alike the ultimate brain workout! Pick a puzzle from the included challenge book, set up the challenge, and place the remaining pieces to solve 200+ mind-bending puzzles. Perfectly portable for brain-building on the go! Includes 2D and 3D puzzles.

**Moustache Smash™**  
by Spin Master | www.spinmastergames.com | Ages 5+ | MSRP: $15.99

Can you find the match to your moustache? If the card on the table matches your ‘stache, SMASH it fast to win the card. Smash the most moustache cards, and you win the game!

**Peek-A-Doodle Doo!™**  
by Fat Brain Toy Co. | www.fatbraintoyco.com | Ages 3+ | MSRP: $21.95

The find and hide memory game of chickens and eggs! Choose carefully and keep an eye on your fellow farmers as they are moving chickens, too. One wrong move could ruffle feathers...a series of wrong moves? You’re out of “CLUCK”! Peek-A-Doodle Doo is an “egg-cellent” game that’s on the move!

**Shark Mania™**  
by Spin Master | www.spinmastergames.com | Ages 6+ | MSRP: $19.99

It’s Shark Mania, the shark-chomping chase game! Race to Shipwreck Island, grabbing gold as you go. But watch out for the shark – he’ll crash through the path and knock you out of the game! The pirate that makes it to the island with the most gold wins!

**Simon Swipe™**  
by Hasbro, Inc. | www.hasbro.com | Ages 8+ | MSRP: $19.99

SIMON SWIPE is a modern take on the classic SIMON game. With hypnotic colors, flashing lights and sounds, the SIMON SWIPE game challenges you to remember the patterns, repeat the colors and master the swipe to defeat Simon.
For the first time ever, you can curl and straighten Barbie’s entire head of hair! With three different types of no-heat curling tools (two irons and a set of traditional rollers) girls can easily create countless styling possibilities, transforming Barbie’s hair without heat or water.

The Cool Baker Magic Mixer requires no baking! Just add water to the mix and place in the fridge for 15 minutes. Dip your treats in icing, decorate with 3 kinds of sprinkles and customize your cake pops, cookies, pies and cakes using the included stencils and tags.

The Charm Bracelet kit includes everything needed to create a one-of-a-kind bracelet all packed in a pretty patterned collectible tin! It includes 1 adjustable bracelet, 3 art charms, 2 crystals, 3 sticky bubble toppers to seal designs and over 50 special jewelry stickers. It’s the perfect gift to give and get!

Cinderella’s pet, Pumpkin, comes to life with this adorable, interactive, remote-controlled puppy. The Disney Princess Palace Pets: Magic Dance Pumpkin can speak over a dozen phrases and sounds, follow movement commands from the light-up magic wand controller, and perform two pre-programmed dance sequences.

Kids can reenact Doc McStuffins’ toy rescues as seen on the top-rated Disney Junior series with the Walk N’ Talk Doc Mobile Doll. Pushing the siren on Doc’s mobile clinic sends her to the rescue as she magically walks, talks, and sings the “Doc Mobile” song.

Create your own fairy tale with LEGO® Disney Princess™. New for 2014, this theme combines LEGO building and creativity with the best-loved Disney Princess stories and characters to provide hours of build-and-play fun. Six new products feature Disney Princesses Ariel®, Merida®, Cinderella™ and Rapunzel®.

Create the ultimate Shopkins™ world with the Small Mart Playset! Whether sliding grocery-themed characters down the delivery chute or checking out at the conveyor belt register, it’s a world of fun for your Shopkins collection. Includes one shopping cart, two exclusive Shopkins collectible characters and a collector’s guide.
Playtime goes wild with learning at the zoo! Place the SmartPoint™ rhino on one of the seven SmartPoint locations and he responds with fun phrases, music and sounds. The zoo offers manipulative features, a reconfigurable track and an electronic entrance that teaches animal names, traits, letters, colors and plays music.

**Go! Go! Smart Animals™ Zoo Explorers Playset™**  

Gymotion™ is Yookidoo’s breakthrough product family entry in the popular activity gym category. The leading innovative feature is a battery-operated, buggy-shaped, musical mobile that moves back-and-forth along a special track when activated, enabling a wide range of stimulating play scenarios for lying on back, tummy time and sitting positions.

**Gymotion Activity Playland™**  
by Yookidoo® | www.yookidoo.com | Ages Birth–12 months | MSRP: $79.90

Lamaze Push Along Pup is a colorful, free rolling push-along toy that introduces discovery and sensory development for baby. This adorable puppy has brightly colored crinkly ears and multiple premium textures and shapes to explore. Includes puppy toys with rattle and squeaker so baby can learn 'put-in / take-out' play.

**Lamaze® Pippin the Push Along Pup**  
by TOMY International | www.tomy.com | Ages 6 months+ | MSRP: $24.99

Adored by baby and parents, pipSquigz are perfect for the stroller, highchair and bathtub. With built-in super suction, each shape can be tugged, pushed, shaken, pulled and rattled. Babies delight in the movement, sound and texture. Sized to take anywhere, pipSquigz are easy to clean, dishwasher safe and BPA-free.

**pipSquigz™**  
by Fat Brain Toy Co. | www.fatbraintoys.com | Ages 6 months+ | MSRP: $19.95

Tree Top Adventure™  
by The Manhattan Toy Company® | www.manhattantoy.com | Ages 12 months + | MSRP: $100.00

This wooden activity center is packed full of exciting features! Includes 4 quadrants with a variety of activities: animal-themed 6 tracks and gliders, 6 colorful wooden bead runs, a spring flower and more. Adult assembly required.

**Tree Top Adventure™**  
by The Manhattan Toy Company® | www.manhattantoy.com | Ages 12 months + | MSRP: $100.00

Twinkling Firefly Frog™  
by Cloud b® | www.cloudb.com | All Ages | MSRP: $29.95

Fireflies twinkle in this cuddly frog’s belly to create a magical glow to help ease children’s fear of the dark and ensure a complete night of restful sleep for all. This enchanted character also offers soothing sounds - chirping crickets, peaceful lullaby - perfect for transitioning from playtime to sleep time.

**Twinkling Firefly Frog™**  
by Cloud b® | www.cloudb.com | All Ages | MSRP: $29.95
<table>
<thead>
<tr>
<th><strong>Innovative Toy of the Year</strong></th>
</tr>
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| **Hot Wheels® Street Hawk**  
by Mattel, Inc. | www.hotwheels.com | Ages 4+ | MSRP: $59.99  
Live the thrill of seeing a Hot Wheels® take to the skies! A cool combo of on-ground R/C performance, like proportional ground steering, and the aerial performance of a plane. Durable and lightweight, allowing it to perform impressive aerial maneuvers and fly up to 150 feet in the air. |
| **Laser Maze™**  
by ThinkFun, Inc. | www.thinkfun.com/lasermaze | Ages 8+ | MSRP: $29.99  
Laser Maze is the first logic game with a real laser! Players beam, bend and split a laser using mirrors and targets to solve 60 unique challenges. Designed for children ages 8 and up, this clever one-person mind game blends the best of science, logic and innovation into addictive fun! |
| **Loopa**  
by Yvolution | www.yvolution.com | Ages 3+ | MSRP: $79.99  
Loopa, an innovative 2-in-1 balance bike to scooter grows with children while teaching fundamental motor skills. In balance bike mode, children as young as two progress from walking to cruising, building confidence as they learn to steer/balance. Easily converts to early-stage two-wheeled scooter for continued fun while developing coordination skills. |
| **MiP™**  
by WowWee | www.wowwee.com | Ages 8+ | MSRP: $99.99  
The first toy robot to balance on two wheels, MiP has a responsive personality that comes to life through, motion, sounds, and LED eyes. In addition to 7 built-in play modes and a tray to carry things, kids can also download the free app to any smart device to explore endless means of fun, including games, tricks, laser tag, and more…even watch MiP dance in sync to their favorite songs! |
| **OGOBILD with AnimateIt! Studio Kit**  
by OgoSport LLC | www.ogosport.com | Ages 6+ | MSRP: $70.00  
Explore the world of animation and create your own movies with OgoSport's BILD + Animate It Studio Kit! Combining the OgoBILD line of constructive toys with the stop motion animation software of Aardman Studios, makers of all ages will learn to build, direct, and share their own animated films. |
| **Osmo**  
by Tangible Play, Inc. | www.playosmo.com | Ages 6+ | MSRP: $99.00  
Play on the iPad with real people and real objects: Osmo is a uniquely simple gaming accessory for the iPad that opens up the digital play experience for kids. Consists of: reflective camera, game pieces, and mobile apps. Currently offering three problem-solving challenges for kids ages 6+: Tangram, Words, and Newton. |
| **Ozobot**  
by Evollve Inc. | www.ozobot.com | Ages 8+ | MSRP: $49.99  
Ozobot provides kids with a creative way to learn and play with robotics. It comes to life through mazes, tracks and playgrounds you create on paper, game boards and digital screens with compatible iOS and Android Apps. Ozobot teaches kids code language, robotic behavior and deductive reasoning all while they’re having fun! |
Outdoors Toy of the Year

**Fantasia™ Bubble Machine by Bubble Blitz™**
by Imperial Toy | www.imperialtoy.com | Ages 5+ | MSRP: $19.99

The Fantasia Bubble Machine spins 360° while featuring a multi-colored LED light show and blitzing thousands of colorful bubbles in seconds! Built tough for years of bubble fun, the Fantasia features 10 bubble wands and includes 35oz of premium Bubble Blitz solution for premium quality floating higher, lasting longer bubbles!

**Firetek™ Bow**
by Zing Toys | www.firetekbow.com | Ages 8+ | MSRP: $29.97

Light up the day OR night with Zing’s Firetek Bow. This ultimate foam bow and arrow archery toy has blazing LED light-up power for an illuminating effect! Hook whistle-screaming foam arrows into safe, fast-load loops, pull back and light up the sky with arrows soaring to 145 feet!

**FUZE Cyclone Water Blaster**
by Skyrocket Toys | www.skyrockettoys.com | Ages 8+ | MSRP: $24.99

With the motorized, bike-mounted Cyclone Water Blaster, kids can shoot up to 25 feet of water while on the move! It fastens to any bike’s handlebars, and the rider controls the aiming and firing in a full 180 degree spectrum. It’s the ultimate accessory for a blast of outdoor fun!

**Kidoozie® Hop & Squeak Pogo Jumper**

Made from soft, durable foam. Stretchy bungee accommodates any height and can support up to 250 pounds. Built in squeaker squeaks with every hop. Pogo jumper has durable foam footholds and a comfort grip handle. Great for indoor and outdoor play.

**Nerf Rebelle Dolphina Bow**

Take aim with the NERF REBELLE SUPER SOAKER DOLPHINA bow and unleash a soaking stream! Make your move with strength and style, and show your skill at hitting the target with a full blast of water!

**Razor PowerRider 360**
by Razor USA LLC | www.razor.com | Ages 8+ | MSRP: $179.00

Blast into the future with the Razor PowerRider 360 – the all-new, electric powered three-wheeler! With the push of a button, it’s off – no pedaling required. Races at speeds up to 9 mph, cuts full 360 degree spins, slides, even drifts on high-performance inclined rear caster wheels. A 360° ride electrified!

**Y Fliker LIFT**
by Yvolution | www.yvolution.com | Ages 7+ | MSRP: $149.99

Y Fliker LIFT is Yvolution’s most extreme ride yet. Riders can carve, drift, spin 360-degrees, and pop wheelies forwards and even sideways! Patent-pending lift technology allows kids to pick up speed, then simply lean back and “lift.” Features free-spinning trick handle bar and angled steering column for more extreme riding stance.
## Camp Site

by PLAYMOBIL®   |  www.playmobil.us  |  Ages 4–10 years  |  MSRP: $69.99  

Take to the great outdoors at the Camp Site and discover a true camping experience. The foldable tent accommodates up to four figures. After a day full of hiking, head to the rest area with a functioning shower to scrub off the day’s grime before visiting the café for a snack.

## Doc McStuffins Get Better Talking Mobile

by Just Play | www.justplayproducts.com | Ages 3+ | MSRP: $49.99  

Doc McStuffins takes care of the neighborhood toys while on-the-go with her mobile clinic, and now kids can pretend to do the same! The Doc McStuffins Get Better Talking Mobile features a motion-activated siren that lights up and plays the “Doc Mobile” song, as well as tons of doctor’s tools and equipment!

## Kidizoom® Smartwatch

by VTech®  |  www.vtechkids.com/kidizoomsmartwatch   |  Ages 4+ | MSRP: $59.99  

The first-ever fun camera watch for children, VTech’s Kidizoom Smartwatch lets kids take photos, videos and play built-in games for learning fun on the go! With an easy-to-use color touch screen and over 50 digital and analog clock displays, this multi-functional smartwatch is perfect for kids learning to tell time.

## LEGO® Juniors


New in 2014, LEGO® Juniors is tailor-made to transition young builders from LEGO DUPLO® to classic LEGO brick building. Iconic themes such as police, princesses and super heroes provide children with a fun, age appropriate, relevant building experience tailored to provide them with a great first experience.

## Paw Patrol Lookout HQ™


The ultimate Paw Patrol toy is the Lookout HQ, featured in every episode! With working elevator, slide, lights and sounds. Comes with Chase and vehicle!

## Razor Jr. Zombie and Monster Kix Scooter

by Razor USA LLC | www.razor.com | Ages 3+ | MSRP: $44.99  

A hair-raising ride! Little tykes turn into little monsters with the spook-tacular Monster and Zombie Kix. The extra wide deck and three-wheel frame help young riders stay on their feet as they build coordination and balance, while the detailed hand grips kick-start young imaginations for some monster role play.

## Snow Glow Elsa


Watch Elsa’s power flurry with the Snow Glow Elsa. With a touch of her magical snowflake necklace, hear Elsa talk and watch as her dress lights up in a flurry of lights. Raise her arm and watch her snowflake necklace light up and her dress magically shine while the hit song “Let it Go” by Idina Menzel is played! Elsa can sing in 25 different languages!
Disney’s Frozen
by The Walt Disney Company | [www.disney.com/frozen](http://www.disney.com/frozen)

Disney’s Frozen chronicles the epic quest of fearless optimist Anna as she teams up with rugged mountain man Kristoff and his loyal reindeer Sven to find her sister Elsa, whose icy powers have trapped the kingdom of Arendelle in eternal winter. Encountering Everest-like conditions, mystical trolls and a hilarious snowman named Olaf, Anna and Kristoff battle the elements in a race to save the kingdom.

LEGO® The LEGO Movie™
by The LEGO Group | [www.lego.com](http://www.lego.com)

Children are able to bring THE LEGO® MOVIE™ to life with 17 building sets, helping Emmet and the Master Builders save the LEGO world from Lord Business. Imagination and creativity run wild with sets representing the most exciting and memorable scenes from the film. Select items offer 2-in-1 building, offering hours of building play and terrific value. Themes, vehicles and characters provide action play and easy story starters for builders and fans can bring brick-based key movie characters to life, including Emmet, Wyldstyle, Vitruvius, Lord Business, Bad Cop, Benny, Batman, Unikitty, MetalBeard and more.

Minecraft™ Series 2
by Mojang/Jazwares LLC | [www.jazwares.com](http://www.jazwares.com)

The new Minecraft line features core-scale Overworld action figures, creating a playable, in-game feel that allows consumers to bring the virtual world into reality. The action figures will include the new Series 2 characters and their corresponding accessories.

Paw Patrol™
by Spin Master | [www.pawpatrol.com](http://www.pawpatrol.com)

When trouble strikes Adventure Bay, these heroic pups are there to save the day … while learning lessons about friendship, safety, and teamwork! This long-awaited toy line features the lovable pups, cool vehicles and magical transformation that have made Paw Patrol a ratings hit.

Skylanders Trap Team™
by Activision Publishing, Inc. | [www.skylanders.com](http://www.skylanders.com)

Skylanders® is redefining the Toys-to-Life™ phenomenon with another ground-breaking innovation, Skylanders Trap Team™. Activision previously brought physical toys to life inside games. With Skylanders Trap Team, the magic is reversed and kids can now pull characters out of the game and place them into physical “traps”, effectively bringing life to toys.

Teenage Mutant Ninja Turtles

The Teenage Mutant Ninja Turtles are back in an all-new animated series on Nickelodeon! Surfacing topside, Leonardo, Michelangelo, Raphael and Donatello find that life out of the sewers isn’t exactly what they thought it would be. Now the turtles must work together to take on new enemies that arise to take over NYC.
**Balance Boat: Endangered Animals Game**  
by BeginAgain | [www.beginagainstoys.com](http://www.beginagainstoys.com) | Ages 3+ | MSRP: $35.00

Stack the brightly colored endangered animals as high as you can, balancing them atop the wooden boat! Kids invent their own games and stories—the animals are also perfect pocket pals. Develops dexterity, patience and pretend play skills. Made from eco-friendly rubber wood with non-toxic, child-safe stains.

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**Gravity Maze™**  
by ThinkFun, Inc. | [www.thinkfun.com/gravitymaze](http://www.thinkfun.com/gravitymaze) | Ages 8+ | MSRP: $29.99

In this gravity-powered logic maze, you’ll arrange towers to whisk your marble from starting point to target. Just like best-selling Laser Maze, you’ll rely on visual perception and reasoning to solve 60 challenges. The towers offer lots of creative building time, but only one design will reach your target!

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**Green Toys® Safe Seas Set**  

Green Toys Inc. and All the Way to the Ocean have teamed up to support our oceans. These sets feature a seaplane or submarine and a copy of Joel Harper’s children’s book All the Way to the Ocean. These benefit Sustainable Surf, a non-profit organization dedicated to protecting the ocean.

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**Magnetron**  
by Tegu | [www.tegu.com](http://www.tegu.com) | Ages 1+ | MSRP: $100.00

Meet Magnetron, the magnetic wooden defender of play! Start by building the “Solar Charging Station” and plug Magnetron in to get the creative juices flowing, then use the 32 pieces (14 unique shapes!) to build whatever you can dream and help Magnetron protect the FUTURE of imagination!

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**Monster Sewing Workshop**  

Learn to sew by making a funny, lovable little monster that only a mother or father could love. A wide variety of printed fabrics, felt, thread, stuffing, and other materials are supplied to create unique and personalized monsters that you can keep for yourself or unleash on your friends.

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**Squigz®**  
by Fat Brain Toy Co. | [www.fatbraintoyco.com](http://www.fatbraintoyco.com) | Ages 3+ | MSRP: $49.95

These fun little suckers provide hours of captivating play for all ages! Squizg encourages imagination and creativity like no other toy. Super flexible Squizg can be assembled into an infinite variety of shapes and structures. Push ‘em together and pop ‘em apart, Squizg is the ultimate play experience! Eight cool shapes.

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**VEX® Robotics Spider**  
by HEXBUG® | [www.hexbugvex.com](http://www.hexbugvex.com) | Ages 8+ | MSRP: $69.99

The STEM-inspired VEX Robotics Spider gives creative kids the chance to build a giant HEXBUG using snap-together pieces, gears, motors, sensors and robot brain. Drive it around using the remote control, or switch into autonomous mode and watch the creature move on its own, tapping into 64 different programming variations!
Support the Toy Industry Foundation this holiday season.

The Toy Industry Foundation (TIF) believes that every child, regardless of circumstance, needs and deserves play. TIF works year-round to put toys in the hands of children living in poverty, undergoing medical treatment, rescued from abuse, and children in military families. To get involved, visit www.toyindustryfoundation.org.

Foundation programs and partners include:

**The Toy Bank**
More than 17 million children in need around the world have received over $100 million in new toys donated by toy manufacturers, retailers, licensors, and distributors through TIF’s signature program.

**National Partner:**
**Boys and Girls Clubs of America Military Services**
More than 1.7 million toys valued at more than $5.7 million have been distributed to the children of U.S. soldiers on active duty and stationed at bases at home and abroad with the greatest need through our Play Comforts program.

**National Partner:**
**CASA for Children**
TIF provides tens of thousands of toys to CASA for foster children across the country. An additional TIF grant is funding quality training for court appointed volunteers to provide one-on-one advocacy and more for children waiting to be placed in loving, permanent homes.

**Play Connects**
Three Play Connects grants of up to $10,000 are awarded annually to deserving charities that have been nominated by Toy Industry Association member companies and work to improve the lives of children in need.
TOTY supports the Toy Industry Foundation and helps bring new toys to kids in need.