



## For Immediate Release

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# Dr. Toy® Announces 100 Best Children's Products of 2015

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

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

SAN FRANCISCO, CA (October 1, 2015) – 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 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 utilizes a comprehensive set of objective criteria to evaluate toys and children's 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 is pleased to again have the opportunity to share 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 wants 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.

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 Toys-** Chronicle Books (Steam Train Dream Train Puzzle), Corolle Dolls (Mon Premier Bebe Calin Christmas Tales), Folkmanis (Folkmanis® Mountain Lion Cub Puppet), Ikonix Toys (Wooden Race Track), Learning Journey (Techno Gears Marble Mania Zoomerang), Magformers (Walking Robot 45Pc Set), Mme Alexander Doll (Madame Alexander's Newborn Nursery 19" Babblebaby), Snappets (Snappets: Dinosaurs), Rubbabu (Animal Puppets), Toy State (Nikko VaporizR 2).

#### **Ten Best Educational Products**

Discover w/ Dr. Cool (Rock Tumbler - Pro Series), Discovery Toys (Heartbeat M.D.), Eastcolight (375 Power 50mm Wide Angle HD Sport Telescope (with smartphone adapter)), Fun with Circuits (Fun with Circuits - Adventure with Darkness and more), Math for Love (Prime Climb), MGA (Ultimate Lab Kit), Mightyverse (¡Dígame! Spanish Learning Card Game), OWI (Kingii Dragon Robot), Sound for Life (Forbrain), Yellow Scope (Foundation Chemistry Kit),.

**Ten Best High Technology Products** - Future of Play (Luv'n Learn Friends), Irish Fairy Door (Irish Fairy Door), LeapFrog (Epic), Learning Circle Kids (Reader Bee and The Story Tree), LeapFrog (Scout's Build & Discover Tool Set), LightUp (LightUp Tesla Kit (Bluetooth Edition)), VTech (Kidizoom Action Cam), VTech (Kidzoom Smartwatch DX), Wonder Workshop (Dash), WowWee (R.E.V. (Robotic Enhanced Vehicles)),

**Top Ten Best Socially Responsible Products** - DuneCraft (Ultimate Habitat, The); Fashion Angels (Garbage to Glam Upcycling), Green Toys (Sport Boats), Kidstir (Kidstir Cooking Kits), Music Together (Mr. Rabbit (Music Together® Singalong Storybook)), Patch Products (Chrono Bomb®), Resonance House (Digging Deep--A Journal For Young People Facing Health Challenges), SmartLab Toys (Girls Only Secret Message Lab), Snigglezoo Entertainment (Joe the Monkey and Friends Learn About Spending Smart), Whole Wide World Toys (World Village Playset - China).

**Top Test Best Games** - Blue Orange Games (Super Genius - First Words), Brybelly (Story Time Dice), EQtainment (Q's Race to the Top), FoxMind Toys & Games (Maze Racers), Funnybone Toys (Juxtabo), GameWhys (mOre), Goldbrick Games (Skosh), LearningPlunge (GeoPlunge), Lee & Low Books (Compound It All!), Miniland Educational (Emotiblocks).

**Ten Best Audio/Video Products** - Happy Kids Songs (Happy Kids Songs), Just Play (Peanuts Happy Dance Snoopy), MGA (Mini Lalaloopsy Super Silly Party Musical Cake Playset), Music Together (Hey, Diddle, Diddle (Music Together® Singalong Storybook)), Music Together (Two Little Blackbirds (Music Together® Singalong Storybook)), Red Note Records (Red Grammer's Circle of Light: Songs for Bucket Fillers), Sleeveless ("Love Is A

Journey"), Sleeveless (Newborn, Too), VTech (Write & Learn Creative Center), Whistlefritz (Spanish for Kids: The Ultimate Collection).

**Ten Best Creative Products** – Colorforms Brands (Colorforms Classic Set), Crayola (Crayola Cling Creator), Edupress (Exploring Nonfiction Cards), Galison/Mudpuppy (Forest Friends Paper Bag Craft Kit), Grow'n Up (Qwikflip 2-Sided Glow Easel), Horizon Group (Just My Style Personalized Bracelet Maker), Luca (Luca 3D Play Rugs), Pegasus Toy-Kraft (Shadow Theatre), Write Brain World (Write Brain Author's Kit), Zing Toys (StikBot).

**Ten Best Active Products** - B4Adventure (Playzone-Fit Starter Kit), Bigjigs Toy (Dinosaur Train Set), Diggin Active (Slimeball Dodgetag), Enlivenze (Flipstir Puzzle - Level 2 "Solar System"), NSI Int'l (WubbleX), Oribel (PortaPlay Convertible Activity Center), Pacific Play Tents (Galaxy Combo Junction W/ Glow in the Dark Stars), Tactic Games (Molkky), Tubby Table Toys (Tubby Table), Zorbitz (Twiddle-Fidget Toy & Shape Maker).

**Ten Best Building Products** - Brackitz (Brackitz), Build & Imagine (Fairytale Theater), Discovery Toys (Stacking Owls), IdentiToy (IdentiToy Interactive Baseplate), ImagAbility (WEDGNETiX™), Itsphun (Itsphun Geometric Construction Set), Laser Pegs (Super Copter 30 in 1), Lazy Dog (Light Stax 36 piece Classic Set), LEGO Systems (My First Playhouse), MindWare (Pattern Play 3D).

**Ten Best Children's Products** - 4M Indus.Develop. (Hover Racer), 77SPARX Studio (Puzzingo Kids Learning Puzzles), Adora Dolls (BabyTime), Ann Williams (Craft-tastic Yarn Tree Kit), Fibre Craft (BUtiful Dolls), Green Kids Club (Grizzly Ghost Bear), Griddly Games (Just Add Milk), Nina Charles (Pumpkinheads Book Series), Preschool Prep (Meet the Math Facts), Purple Pancakes (SleeperHero).

**Interviews regarding the recommended best toys and products may 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 2015

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

#	Company	Product Type Category	Age	Price	CustSrv#	www.
1.	4M Indus.Develop.	Hover Racer <i>CP ES SC NO 10</i>	8-12	\$18.00	800-356-0474	4m-ind.com
2.	77SPARX Studio	Puzzingo Kids Learning Puzzles <i>ES IN LA PZ 10</i>	1.5-5	\$0.00	650-969-3948	77sparx.com
3.	Adora Dolls	BabyTime <i>AE DO FP TY 10</i>	3-12	\$69.99	800-779-5335	adoradolls.com
4.	Ann Williams	Craft-tastic Yarn Tree Kit <i>AC CP 10</i>	8m-12y	\$29.99	248-977-5831	annwilliamsgroup.com
5.	B4Adventure	Playzone-Fit Starter Kit <i>AE OT AP TY 8</i>	2-8	\$399.99	303-339-0482	b4adventure.com
6.	Bigjigs Toy	Dinosaur Train Set <i>FP OT TY WT 8</i>	3-12	\$89.95	866-459-7829	bigjigstoys.com
7.	Blue Orange Games	Super Genius - First Words <i>ES MA GE CG 5</i>	5-12	\$12.99	415-252-0372	blueorangegames.com
8.	Brackitz	Brackitz <i>ES MA SC CO 9</i>	3-12	\$29.95	720-446-5558	brackitz.com
9.	Brybelly	Story Time Dice <i>CP ES GE FP 5</i>	6-12	\$9.99	800-926-7241	brybelly.com
10.	Build & Imagine	Fairytale Theater <i>CP CO WT ES SR DO 9</i>	4-8	\$34.99	415-265-0299	buildandimagine.com
11.	Chronicle Books	Steam Train Dream Train Puzzle <i>ES PZ TY 1</i>	3-6	\$14.99	800-759-0190	chroniclebooks.com
12.	Colorforms Brands	Colorforms Classic Set <i>CP AC AP TR 7</i>	3-12	\$39.99	212-764-0266	colorforms.com
13.	Corolle Dolls	Mon Premier Bebe Calin Christmas Tales <i>TYDOFP 1</i>	1.5-3	\$42.00	800-214-9711	us.corolle.com
14.	Crayola	Crayola Cling Creator <i>AC AP CP HM 7</i>	8-12	\$24.99	212-373-6042	crayola.com
15.	Diggin Active	Slimeball Dodgetag <i>AE OP GE NO 8</i>	6-12	\$24.99	888-388-8835	digginactive.com
16.	Discover w/ Dr. Cool	Rock Tumbler - Pro <i>PZ GE SC 2</i>	6-12	\$119.99	855-437-2665	discoverwithdrcool.com
17.	Discovery Toys	Heartbeat M.D. <i>ES TY WT FP 2</i>	3-10	\$40.00	925-455-0100	discoverytoys.com
18.	Discovery Toys	Stacking Owls <i>ES TY CO WT 9</i>	3-12	\$25.00	925-455-0100	discoverytoys.com
19.	DuneCraft	Ultimate Habitat, The <i>CP SC GN HO 4</i>	3-12	\$29.99	800-306-4168	dunecraft.com
20.	Eastcolight	375 Power HD Sport Telescope <i>ES SC MM TC 2</i>	8-12	\$110.10	425-349-3718	eastcolight.com
21.	Edupress	Exploring Nonfiction Cards <i>ES LA 7</i>	7-11	\$12.99	800-835-7978	edupress.com
22.	Enlivenze	Flipstir Puzzle - "Solar System" <i>ES GE PZ TR 8</i>	7-12	\$24.95	612-293-9749	enlivenze.com
23.	EQtainment	Q's Race to the Top <i>ES GE SR AP 5</i>	3-7	\$24.99	310-344-4287	eqtainment.com
24.	Fashion Angels	Garbage to Glam Upcycling <i>AC AS CP GN 4</i>	8-12	\$16.99	800-492-3237	fashionangels.com
25.	Fibre Craft	BUTiful Dolls <i>TY DO 10</i>	4m-12y	\$39.99	847-929-5600	fibrecraft.com
26.	Folkmanis	Folkmanis® Mountain Lion Cub Puppet <i>PL PU TY 1</i>	3-12	\$43.99	800-654-8922	folkmanis.com
27.	FoxMind Toys & Games	Maze Racers <i>CP PZ BG CO 5</i>	8-12	\$39.95	514-369-7777	foxmind.com/en
28.	Fun with Circuits	Adventure with Darkness & more <i>BO ES EL SC 2</i>	5-10	\$59.99	214-695-2455	funwithcircuits.com
29.	Funnybone Toys	Juxtabo <i>ES PZ BG CG 5</i>	8-12	\$29.99	855-386-2663	funnyboneproducts.com
30.	Future of Play	Luv'n Learn Friends <i>ES EG MM PL 3</i>	3-7	\$49.99	310-426-2839	futureofplay.com
31.	Galison/Mudpuppy	Forest Friends Paper Bag Craft Kit <i>AC CP AP SR 7</i>	4-12	\$19.99	212-354-8840	galison.com
32.	GameWhys	mOre <i>CG ES GE SR 5</i>	10-12	\$25.00	415-533-6770	gamewhys.com
33.	Goldbrick Games	Skosh <i>GE BG 5</i>	10-12	\$29.99	603-878-3819	goldbrickgames.com
34.	Green Kids Club	Grizzly Ghost Bear <i>BO GN SC SR 10</i>	5-9	\$9.95	208-881-5184	greenkidsclub.com
35.	Green Toys	Sport Boats <i>AE BA GNTY 4</i>	2-12	\$11.99	415-839-9971	greentoys.com
36.	Griddly Games	Just Add Milk <i>CP AC ES SC 10</i>	5-12	\$14.50	604-249-5020	griddlygames.com
37.	Grow'n Up	Qwikflip 2-Sided Glow Easel <i>CP AC ES 7</i>	4-12	\$49.99	888-468-9898	grow-n-up.com
38.	Happy Kids Songs	Happy Kids Songs <i>AC ES MM AP 6</i>	4-8	\$4.95	805-969-6041	happykidssongs.com
39.	Horizon Group	Just MyStyle Personalized Bracelet Maker <i>AC AP CP OT 7</i>	6-9	\$9.97	800-651-0616	craftprojectideas.com
40.	IdentiToy	IdentiToy Interactive Baseplate <i>CE CP MM TY 9</i>	4-12	\$9.99	510-298-5050	identitoy.com
41.	Ikonic Toys	Wooden Race Track <i>CO TY TR WT 1</i>	3-8	\$72.33	0031 15887 1314	ikonictoy.nl/en/
42.	ImagAbility	WEDGNETiX <i>CP ES TY CO 9</i>	5-12	\$39.99	530-295-8570	wedgits.com
43.	Irish Fairy Door	Irish Fairy Door <i>CP ES FP WT 3</i>	2-10	\$20.00	212-777-2220	theirishfairydoorcompany.com
44.	Itsphun	Itsphun Geometric Construction Set <i>CP MA CO ES 9</i>	5-12	\$29.99	650-321-6207	itsphun.com
45.	Just Play	Peanuts Happy Dance Snoopy <i>CE MM PL TY 6</i>	3-12	\$29.99	800-317-3245	justplayproducts.com
46.	Kidstir	Kidstir Cooking Kits <i>CE ES SR AP 4</i>	5-10	\$19.95	914-318-1534	kidstir.com
47.	Laser Pegs	Super Copter 30 in 1 <i>CO CP ES AP 9</i>	5-12	\$99.99	866-432-3735	laserpegs.com
48.	Lazy Dog.	Light Stax 36 piece Classic Set <i>CP CO ES SC 9</i>	3-12	\$39.99	201-771-0039	lightstax.com
49.	LeapFrog	Epic <i>EL ES IN TC 3</i>	3-9	\$139.99	800-701-5327	leapfrog.com
50.	LeapFrog	Scout's Build & Discover Tool Set <i>CO ES MA TY 3</i>	2-5	\$19.99	800-701-5327	leapfrog.com
51.	Learning Circle Kids	Reader Bee and The Story Tree <i>CP ES GE MM 3</i>	3-6	\$1.99	650-350-6011	readerbee.com
52.	Learning Journey	Techno Gears Marble Mania Zoomerang <i>CO ES SC TY 1</i>	6-12	\$19.99	877-839-3969	thelearningjourney.com
53.	LearningPlunge	GeoPlunge <i>CG ES GE GG 5</i>	5-12	\$17.76	977-555-9324	geoplunge.com

54.	Lee & Low Books	Compound It All! <i>ES LA PZ GE 5</i>	9-12	\$29.95	888-320-3190	leeandlow.com
55.	LEGO Systems	My First Playhouse <i>CP ES TY CO 9</i>	1.5-5	\$19.99	860-835-4386	lego.com
56.	LightUp	LightUp Tesla Kit (Bluetooth Edition) <i>CO EL IN TC 3</i>	8-12	\$99.99	804-404-5678	lightup.io
57.	Luca.	Luca3D Play Rugs <i>CP ES CO DO 7</i>	0-7	\$150.00	310-623-7370	lucaandcompany.com
58.	Mme Alexander Doll	Newborn Nursery 19" Babblebaby <i>TY DO 1</i>	3-12	\$119.95	800-229-5192	madamealexanderdoll.com
59.	Magformers	Walking Robot 45Pc Set <i>TY CO 1</i>	3-12	\$109.99	877-817-4574	magformers.com
60.	Math for Love	Prime Climb <i>ES MA GE BG 2</i>	10-12	\$35.00	206-226-8869	mathforlove.com
61.	MGA	Mini Lalaloopsy Musical Cake Playset <i>DH DO ML FP 6</i>	4-10	\$39.99	800-222-4685	mgae.com
62.	MGA	Ultimate Lab Kit <i>CP ES SCTY 2</i>	6-10	\$54.99	800-222-4685	mgae.com
63.	Mightyverse	¡Digame! Spanish Learning Card Game <i>ES BG SR AP 2</i>	8-12	\$24.99	415-331-6975	mightyverse.com
64.	MindWare	Pattern Play 3D <i>CO CP MA PZ 9</i>	5-12	\$34.95	651-268-2814	mindware.com
65.	Miniland Educational	Emotiblocks <i>CP ES LA NO 5</i>	2-6	\$19.98	786-369-7875	minilandeducational.com
66.	Music Together	Hey, Diddle, Diddle <i>AC BO ES AP 6</i>	1-8	\$13.95	800-728-2692	musictogether.com
67.	Music Together	Mr. Rabbit <i>AC ES BO ML 4</i>	1-8	\$13.95	800-728-2692	musictogether.com
68.	Music Together	Two Little Blackbirds <i>AC BO AP ML 6</i>	1-8	\$13.95	800-728-2692	musictogether.com
69.	Nina Charles	Pumpkinheads Book Series <i>ES BO SR 10</i>	3-6	\$5.99	954-309-3640	pumpkinheads.com
70.	NSI Int'l	WubbleX <i>AE 8</i>	6-12	\$7.99	888-425-9113	nsi-intonline.com
71.	Oribel	PortaPlay Convertible Activity Center <i>AE AP EQ TY 8</i>	5m-5y	\$149.00	800-967-4235	loveoribel.com/us/
72.	OWI	Kingii Dragon Robot <i>ESEG MM CO 2</i>	10-12	\$41.95	310-515-6800	owirobot.com
73.	Pacific Play Tents	Galaxy Combo Junction <i>AE OP CP FP 8</i>	3-12	\$142.50	877-722-0083	pacificplaytents.com
74.	Patch Products	Chrono Bomb <i>AE ES EG AP 4</i>	7-12	\$29.99	800-524-4263	patchproducts.com
75.	Pegasus Toy-Kraft	Shadow Theatre <i>ES PZ AP FP 7</i>	4-12	\$4.67	888-623-6557	toy-kraft.com
76.	Preschool Prep	Meet the Math Facts <i>BO ES MA MM 10</i>	3-9	\$14.95	866-451-5600	preschoolprepc.com
77.	Purple Pancakes	SleeperHero <i>BO MM FP DO 10</i>	3-7	\$49.99	513-205-1097	sleeperhero.com
78.	Red Note Records	Songs for Bucket Fillers <i>CT ML SR MM 6</i>	5-8	\$15.00	800-824-2980	redgrammer.com
79.	Resonance House	Digging Deep--A Journal <i>ES BO SR 4</i>	10-12	\$24.95	800-488-3202	diggingdeep.org
80.	Rubbabu	Animal Puppets <i>CP GN LA PU 1</i>	10m-5y	\$11.99	855-782-2228	rubbabu.com
81.	Sleeveless	"Love Is A Journey" <i>SR CT MM ML 6</i>	1m-12y	\$14.99	888-606-6874	sarahickman.com
82.	Sleeveless	Newborn, Too <i>OT ML 6</i>	1m-12y	\$14.99	888-606-6874	sarahickman.com
83.	SmartLab Toys	Girls Only Secret Message Lab <i>CP BO ES SC 4</i>	7-12	\$24.99	866-319-5900	smartlabtoys.com
84.	Snappets	Snappets: Dinosaurs <i>OP AC ES TY 1</i>	5-12	\$19.99	914-439-3323	snappets.biz
85.	Snigglezoo Entertainment	Joe-Monkey-Friends Learn About Spending Smart <i>BO CT ES SR 4</i>	2-10	\$5.99.00	323-962-6828	themoneymammals.com
86.	Sound for Life	Forbrain <i>ES LA OT EQ 2</i>	3-12	\$359.00	305-423-7185	forbrain.com
87.	Tactic Games	Molky <i>AE GE OP WT 8</i>	6-12	\$49.99	216-288-0087	tactic.net/fp.php?lang=US
88.	Toy State	Nikko VaporizR 2 <i>AE OP TC TR 1</i>	7-11	\$49.99	781-349-1000	toystate.com
89.	Tubby Table Toys	Tubby Table <i>AP BA CP EQ 8</i>	1.5-4	\$39.99	818-274-2525	tubbytabletoys.com
90.	VTech	Kidizoom Action Cam <i>OP MM PT TR 3</i>	4-9	\$59.99	847-400-3600	vtechkids.com
91.	VTech	Kidizoom Smartwatch <i>DX 3 CP ES EG OP 3</i>	4-9	\$64.99	847-400-3600	vtechkids.com
92.	VTech	Write & Learn Creative Center <i>CP ES LA CE 6</i>	3-6	\$24.99	847-400-3600	vtechkids.com
93.	Whistlefritz	Spanish for Kids: The Ultimate Collection <i>ES CT LA ML 6</i>	1-7	\$115.00	866-944-7859	whistlefritz.com
94.	Whole Wide World Toys	World Village Playset - China <i>CT ES LA TR 4</i>	4-10	\$59.99	717-756-5705	wholewideworldtoys.com
95.	Wonder Workshop	Dash <i>ESEL SCTC 3</i>	5-12	\$169.99	844-966-3311	makewonder.com
96.	WowWee	REV.(Robotic Enhanced Vehicles) <i>EG EL MM TC 3</i>	8-12	\$99.99	858-729-6580	wowwee.com
97.	Write Brain World	Write Brain Author's Kit <i>CP ES LA TC 7</i>	5-12	\$39.95	855-929-6753	writebrainbooks.com
98.	Yellow Scope	Foundation Chemistry Kit <i>CP EQ ES SC 2</i>	8-12	\$44.00	503-880-4485	yellow-scope.com
99.	Zing Toys	StikBot <i>CE ES IN TC 7</i>	4-12	\$4.99	877-503-9464	zingtoys.com
100.	Zorbitz	Twiddle-Fidget Toy & Shape Maker <i>AP CP PZ TY 8</i>	6-12	\$9.99	866-967-2489	zorbitz.net

**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 Educational Products = 2
Top 10 Active Products = 8	Top 10 Games = 5
Top 10 Building Toys = 9	Top 10 High Tech Products = 3
Top 10 Children's Products = 10	Top 10 Socially Responsible Products = 4
Top 10 Creative Products = 7	Top 10 Toys = 1



## DR. TOY'S TEN BEST CHILDREN'S PRODUCTS FOR 2015

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

### BEST ACTIVE

Company	Product Type	Age	Price	CustSrv#	www.
B4Adventure	Playzone-Fit Starter Kit <i>AEOTAPTY</i>	2-8	\$399.99	303-339-0482	b4adventure.com
Bigjigs Toy	Dinosaur Train Set <i>FPOTTYWT</i>	3-12	\$89.95	866-459-7829	bigjigstoys.com
Diggin Active	Slimeball Dodgetag <i>AEOPGENO</i>	6-12	\$24.99	888-388-8835	digginactive.com
Enlivenze	Flipstir Puzzle - "Solar System" <i>ESGEPZTR</i>	7-12	\$24.95	612-293-9749	enlivenze.com
NSI Int'l	WubbleX <i>AE</i>	6-12	\$7.99	888-425-9113	nsi-intonline.com
Oribel	PortaPlay Convertible Activity Center <i>AEAPEQTY</i>	5 mo-5y	\$149.00	800-967-4235	loveoribel.com/us/
Pacific Play Tents	Galaxy Combo Junction <i>AEOPCPFP</i>	3-12	\$142.5	877-722-0083	pacificplaytents.com
Tactic Games	Molkky <i>AEGEOPWT</i>	6-12	\$49.99	216-288-0087	tactic.net/fp.php?lang=US
Tubby Table Toys	Tubby Table <i>APBACPEQ</i>	18 mo-4y	\$39.99	818-274-2525	tubbytabletoys.com
Zorbitz	Twiddle-Fidget Toy & Shape Maker <i>APCPPZTY</i>	6-12	\$9.99	866-967-2489	zorbitz.net

### BEST AUDIO/VIDEO TAPES/CDs/DVDs

Company	Product Type	Age	Price	CustSrv#	www.
Happy Kids Songs	Happy Kids Songs <i>ACESMMAP</i>	4-8	\$4.95	805-969-6041	happykidssongs.com
Just Play	Peanuts Happy Dance Snoopy <i>CEMMPLTY</i>	3-12	\$29.99	800-317-3245	justplayproducts.com
MGA	Mini Lalaloopsy Musical Cake Playset <i>DHDOMLFP</i>	4-10	\$39.99	800-222-4685	mgae.com
Music Together	Hey, Diddle, Diddle <i>ACBOESAP</i>	1-8	\$13.95	800-728-2692	musictogether.com
Music Together	Two Little Blackbirds <i>ACBOAPML</i>	1-8	\$13.95	800-728-2692	musictogether.com
Red Note Records	Songs for Bucket Fillers <i>CTMLSRMM</i>	5-8	\$15.00	800-824-2980	redgrammer.com
Sleeveless	"Love Is A Journey" <i>SRCTMML</i>	1 mo-12 yr	\$14.99	888-606-6874	sarahickman.com
Sleeveless	Newborn, Too <i>OTML</i>	1 mo-12 yr	\$14.99	888-606-6874	sarahickman.com
VTech	Write & Learn Creative Center <i>CPESLACE</i>	3-6	\$24.99	847-400-3600	vtechkids.com
Whistlefritz	Spanish for Kids: The Ultimate Collection <i>ESCTLAML</i>	1-7	\$115.00	866-944-7859	whistlefritz.com

### BEST BUILDING

Company	Product Type	Age	Price	CustSrv#	www.
Brackitz	Brackitz <i>ESMA SC CO</i>	3-12	\$29.95	720-446-5558	brackitz.com
Build & Imagine	Fairytale Theater <i>CP CO WT ES SR DO</i>	4-8	\$34.99	415-265-0299	buildandimagine.com
Discovery Toys	Stacking Owls <i>ES TY CO WT</i>	3-12	\$25.00	925-455-0100	discoverytoys.com
IdentiToy	IdentiToy Interactive Baseplate <i>CECPMMTY</i>	4-12	\$9.99	510-298-5050	identitoy.com
ImagAbility	WEDGNETiX <i>CPESTYCO</i>	5-12	\$39.99	530-295-8570	wedgits.com
Itsphun	Itsphun Geometric Construction Set <i>CPMA COES</i>	5-12	\$29.99	650-321-6207	itsphun.com
Laser Pegs	Super Copter 30 in 1 <i>COCPESAP</i>	5-12	\$99.99	866-432-3735	laserpegs.com
Lazy Dog	Light Stax 36 piece Classic Set <i>CP CO ESSC</i>	3-12	\$39.99	201-771-0039	lightstax.com
LEGO Systems	My First Playhouse <i>CPESTYCO</i>	18mo-5y	\$19.99	860-835-4386	lego.com
MindWare	Pattern Play 3D <i>COCPMAPZ</i>	5-12	\$34.95	651-268-2814	mindware.com

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## **BEST CHILDREN'S**

<b>Company</b>	<b>Product Type</b>	<b>Age</b>	<b>Price</b>	<b>CustSrv#</b>	<b>www.</b>
4M Indus.Develop.	Hover Racer <i>CP ES SC NO</i>	8-12	\$18.00	800-356-0474	4m-ind.com
77SPARX Studio	Puzzingo Kids Learning Puzzles <i>ES IN LA PZ</i>	18 mo-5y	\$0.00	650-969-3948	77sparx.com
Adora Dolls	BabyTime <i>AE DO FP TY</i>	3-12	\$69.99	800-779-5335	adoradolls.com
Ann Williams	Craft-tastic Yarn Tree Kit <i>AC CP</i>	8 mo-12y	\$29.99	248-977-5831	annwilliamsgroup.com
Fibre Craft	BUtiful Dolls <i>TY DO</i>	4 mo-12y	\$39.99	847-929-5600	fibrecraft.com
Green Kids Club	Grizzly Ghost Bear <i>BO GN SC SR</i>	5-9	\$9.95	208-881-5184	greenkidsclub.com
Griddly Games	Just Add Milk <i>CPACESSC</i>	5-12	\$14.50	604-249-5020	griddlygames.com
Nina Charles	Pumpkinheads Book Series <i>ES BO SR</i>	3-6	\$5.99	954-309-3640	pumpkinheads.com
Preschool Prep	Meet the Math Facts <i>BO ES MA MM</i>	3-9	\$14.95	866-451-5600	preschoolprepc.com
Purple Pancakes	SleeperHero <i>BO MM FP DO</i>	3-7	\$49.99	513-205-1097	sleeperhero.com

## **BEST CREATIVE**

<b>Company</b>	<b>Product Type</b>	<b>Age</b>	<b>Price</b>	<b>CustSrv#</b>	<b>www.</b>
Colorforms Brands	Colorforms Classic Set <i>CPACAPTR</i>	3-12	\$39.99	212-764-0266	colorforms.com
Crayola	Crayola Cling Creator <i>ACAPCPHM</i>	8-12	\$24.99	212-373-6042	crayola.com
Edupress	Exploring Nonfiction Cards <i>ESLA</i>	7-11	\$12.99	800-835-7978	edupress.com
Galison/Mudpuppy	Forest Friends Paper Bag Craft Kit <i>ACCPAPSR</i>	4-12	\$19.99	212-354-8840	galison.com
Grow'n Up	Qwikflip 2-Sided Glow Easel <i>CPACES</i>	4-12	\$49.99	888-468-9898	grow-n-up.com
Horizon Group	Just My Style Personalized Bracelet Maker <i>ACAPCPOT</i>	6-9	\$9.97	800-651-0616	craftprojectideas.com
Luca	3D Play Rugs <i>CPESCODO</i>	0-7	\$150.00	310-623-7370	lucaandcompany.com
Pegasus Toy-Kraft	Shadow Theatre <i>ESPZAPFP</i>	4-12	\$4.67	888-623-6557	toy-kraft.com
Write Brain World	Write Brain Author's Kit <i>CPESLATC</i>	5-12	\$39.95	855-929-6753	writebrainbooks.com
Zing Toys	StikBot <i>CEESINTC</i>	4-12	\$4.99	877-503-9464	zingtoys.com

## **BEST EDUCATIONAL**

<b>Company</b>	<b>Product Type</b>	<b>Age</b>	<b>Price</b>	<b>CustSrv#</b>	<b>www.</b>
Discover w/Dr. Cool	Rock Tumbler - Pro <i>PZGESC</i>	6-12	\$119.99	855-437-2665	discoverwithdrcool.com
Discovery Toys	Heartbeat M.D. <i>ES TY WT FP</i>	3-10	\$40.00	925-455-0100	discoverytoys.com
Eastcolight	375 Power HD Sport Telescope <i>ESSCMMTC</i>	8-12	\$110.10	425-349-3718	eastcolight.com
Fun with Circuits	Adventure with Darkness & more <i>BOESELSC</i>	5-10	\$59.99	214-695-2455	funwithcircuits.com
Math for Love	Prime Climb <i>ESMAGEBG</i>	10-12	\$35.00	206-226-8869	mathforlove.com
MGA	Ultimate Lab Kit <i>CPCESSTY</i>	6-10	\$54.99	800-222-4685	mgae.com
Mightyverse	iDigame! Spanish Learning Card Game <i>ESBGSRAP</i>	8-12	\$24.99	415-331-6975	mightyverse.com
OWI	Kingii Dragon Robot <i>ES EG MM CO</i>	10-12	\$41.95	310-515-6800	owirobot.com
Sound for Life	Forbrain <i>ES LA OTEQ</i>	3-12	\$359.00	305-423-7185	forbrain.com
Yellow Scope	Foundation Chemistry Kit <i>CP EQ ES SC</i>	8-12	\$44.00	503-880-4485	yellow-scope.com

## **BEST GAMES**

<b>Company</b>	<b>Product Type</b>	<b>Age</b>	<b>Price</b>	<b>CustSrv#</b>	<b>www.</b>
Blue Orange Games	Super Genius - First Words <i>ES MA GE CG</i>	5-12	\$12.99	415-252-0372	blueorangegames.com
Brybelly	Story Time Dice <i>CP ES GE FP</i>	6-12	\$9.99	800-926-7241	brybelly.com
EQtainment	Q's Race to the Top <i>ES GE SR AP</i>	3-7	\$24.99	310-344-4287	eqtainment.com
FoxMind Toys & Games	Maze Racers <i>CP PZ BG CO</i>	8-12	\$39.95	514-369-7777	foxmind.com/en
Funnybone Toys	Juxtabo <i>ES PZ BG CG</i>	8-12	\$29.99	855-386-2663	funnyboneproducts.com
GameWhys	mOre <i>CG ES GE SR</i>	10-12	\$25.00	415-533-6770	gamewhys.com
Goldbrick Games	Skosh <i>GE BG</i>	10-12	\$29.99	603-878-3819	goldbrickgames.com
LearningPlunge	GeoPlunge <i>CG ES GE GG</i>	5-12	\$17.76	977-555-9324	geoplunge.com
Lee & Low Books	Compound It All! <i>ES LA PZ GE</i>	9-12	\$29.95	888-320-3190	leeandlow.com
Miniland Educational	Emotiblocks <i>CP ES LA NO</i>	2-6	\$19.98	786-369-7875	minilandeducational.com

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## BEST HIGH TECHNOLOGY

Company	Product Type	Age	Price	CustSrv#	www.
Future of Play	Luv'n Learn Friends <i>ES EG MM PL</i>	3-7	\$49.99	310-426-2839	futureofplay.com
Irish Fairy Door	Irish Fairy Door <i>CP ES FP WT</i>	2-10	\$20.00	212-777-2220	theishfairydoorcompany.com
LeapFrog	Epic <i>EL ES IN TC</i>	3-9	\$139.99	800-701-5327	leapfrog.com
LeapFrog	Scout's Build & Discover Tool Set <i>COESMATY</i>	2-5	\$19.99	800-701-5327	leapfrog.com
Learning Circle Kids	Reader Bee and The Story Tree <i>CPESEGEMM</i>	3-6	\$1.99	650-350-6011	readerbee.com
LightUp	LightUp Tesla Kit (Bluetooth Ed.) <i>CO EL IN TC</i>	8-12	\$99.99	804-404-5678	lightup.io
VTech	Kidizoom Action Cam <i>OP MM PT TR</i>	4-9	\$59.99	847-400-3600	vtechkids.com
VTech	Kidizoom Smartwatch DX <i>CP ES EG OP</i>	4-9	\$64.99	847-400-3600	Vtechkids.com
Wonder Workshop	Dash <i>ESEL SCTC</i>	5-12	\$169.99	844-966-3311	makewonder.com
WowWee	R.E.V. (Robotic Enhanced Vehicles) <i>EG EL MM TC</i>	8-12	\$99.99	858-729-6580	wowwee.com

## BEST SOCIALLY RESPONSIBLE

Company	Product Type	Age	Price	CustSrv#	www.
DuneCraft	Ultimate Habitat, The <i>CP SC GN HO</i>	3-12	\$29.99	800-306-4168	dunecraft.com
Fashion Angels	Garbage to Glam Upcycling <i>AC AS CP GN</i>	8-12	\$16.99	800-492-3237	fashionangels.com
Green Toys	Sport Boats <i>AE BA GN TY</i>	2-12	\$11.99	415-839-9971	greentoys.com
Kidstir	Kidstir Cooking Kits <i>CE ES SR AP</i>	5-10	\$19.95	914-318-1534	kidstir.com
Music Together	Mr. Rabbit <i>AC ES BO ML</i>	1-8	\$13.95	800-728-2692	musictogether.com
Patch Products	Chrono Bomb <i>AE ES EG AP</i>	7-12	\$29.99	800-524-4263	patchproducts.com
Resonance House	Digging Deep--A Journal <i>ES BO SR</i>	10-12	\$24.95	800-488-3202	diggingdeep.org
SmartLab Toys	Girls Only Secret Message Lab <i>CP BO ES SC</i>	7-12	\$24.99	866-319-5900	smartlabtoys.com
Snigglezoo Entertainment	Joe-Monkey & Friends Learn About Spending Smart <i>BOCTESSR</i>	2-10	\$5.99	323-962-6828	themoneymammals.com
Whole Wide World Toys	World Village Playset - China <i>CTESLATR</i>	4-10	\$59.99	717-756-5705	wholewideworldtoys.com

## BEST TOYS

Company	Product Type	Age	Price	CustSrv#	www.
Chronicle Books	Steam Train Dream Train Puzzle <i>ESPZTY</i>	3-6	\$14.99	800-759-0190	chroniclebooks.com
Corolle Dolls	MonPremier Bebe Calin Christmas Tales <i>TYDOFP</i>	1.5-3	\$42.00	800-214-9711	us.corolle.com
Folkmanis	Folkmanis® Mountain Lion Cub Puppet <i>PLPUTY</i>	3-12	\$43.99	800-654-8922	folkmanis.com
Ikonic Toys	Wooden Race Track <i>COTYTRWT</i>	3-8	\$72.33	0031 158871314	ikonictoy.nl/en/
Learning Journey	Techno Gears Marble Mania Zoomerang <i>CO ES SC TY</i>	6-12	\$19.99	877-839-3969	thelearningjourney.com
Magformers	Walking Robot 45Pc Set <i>TYCO</i>	3-12	\$109.99	877-817-4574	magformers.com
Mme Alexander Doll	Newborn Nursery 19" Babbiebaby <i>TYDO</i>	3-12	\$119.95	800-229-5192	madamealexanderdoll.com
Rubbabu	Animal Puppets <i>CPGNLAPU</i>	10m-5y	\$11.99	855-782-2228	rubbabu.com
Snappets	Snappets: Dinosaurs <i>OP AC ES TY</i>	5-12	\$19.99	914-439-3323	snappets.biz
Toy State	Nikko VaporizR 2 <i>AE OPTCTR</i>	7-11	\$49.99	781-349-1000	toystate.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

### “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

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