



For Immediate Release

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Dr. Toy® Announces 100 Best Children's Products of 2016

Guide to the Best Toys and Children's Products!

An Opportunity to be of Service to Families and Schools

SAN FRANCISCO, CA (November 15, 2016) – 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 affordable and 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 over 56 years of play, toy and educational experiences with parents, teachers, and other consumers to assist them in their own selection process to match the child's age and interests.

This timely report has since 1992 features information about 100 wonderful new educational and developmentally appropriate toys, games 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 essential for well-being at any age) and should be practiced, 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 ourselves) and provide plenty of positive and meaningful playful learning interactions."

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

Following are the selected 100 Best award-winning toys and products and their companies grouped in categories of "smart" play. You can find out more about each product by the assigned codes that designate types of products and visiting sites and stores.

Best Active Products – Kinderfeets (Kinderfeets Tiny Tot Bamboo), LeapFrog (LeapFrog Learn & Groove Musical Mat), MGA (Little Tikes Light 'n Go 3-in-1 Activity Walker), My Gnome on the Roam (My Gnome on the Roam Family Adventure Kit), NSI International (Smithsonian Plasma Ball), NSI International (Super Wubble), Schleich (Riding Center Rider Horses Accessories), Toy State (Nikko VelociTrax™), TreePod (TreePod Hanging Treehouses), VTech (Go! Go! Smart Friends® Enchanted Princess Palace™).

Best Building Products – Horizon Group (Kinetix Neon Light Board), LEGO Systems (31050 Creator Corner Deli), littleBits (littleBits Gizmos & Gadgets Kit, 2nd Ed.), littleBits (littleBits Rule Your Room), Luke's Toy Factory (Eco Truck Fire Truck), Magformers (WOW 16pc Set), MasterPieces Puzzle (Panoramic Stadium Puzzles), Paper Trax Toys (Paper Trax Super Pack), Quadro (Quadro Ultimate), Wonderhood (Wonderhood Grand Hotel).

Best Children's Products – Amazing Toys (100+ Circuit Science), Amazing Toys (Amazing Eco Ten), Ann Williams (Kindness Kit), EQtainment (Q's on the Go Pack), Horizon Group (It's So Me Braid-tastic!), Horizon Group (Kinetix Code Bands), MGA/Little Tikes (Turtle Sandbox), NSI International (3D Coin Art), Tucker Toys (Trick Shot Toys), Victoria Chart (Let's Eat Together Placemat).

Best Creative Products - Alex Brands (ALEX Toys Knot-a-Quilt), Build & Imagine (Career Dolls), Horizon Group (Creatify@Playhouse), MGA/Little Tikes (Project Mc2 H2O RC Car), MySelfie (BuppaLaPaloo), SAVVi (Bathtub Coloring Kit), Storey Publishing (Farmers Market Create-&-Play Activity Book), VTech (Bizzy the Mix & Move Bot), Wild Republic (Wild Republic Huggers), Wonderhood (Wonderhood Corner Shops).

Best Educational Products – DuneCraft (Butterfly Glamour Dome), LeapFrog (LeapFrog Count Along Register), LeapFrog (Leap Frog Leap Start), Muu Aps – Newmero (Joy of Numbers), NSI International (Smithsonian Planetarium Projector), SmartNoggin (NogginRings Reaching & Grasping Rings), Square Panda (Square Panda Phonics), SVAN (S.S. Ahoy Surprise Stacker), Tactic Games (Beanie Boos Domino Game), VTech (Touch & Learn Activity Desk™ Deluxe).

Best Games – AnnWilliams (Rubber Band Games), Art's Ideas (Jenga® GIANT™ Family Hardwood Game), Brian Games Publishing (Ice Cool), Brybelly (Story Time Dice: Fairy Tales), Buffalo Games (Silly Street the Game), EQtainment (Q's Race to the Top), Griddly Games (Just Add Sun), LeapFrog (LeapFrog Melody the Musical Turtle), SimplyFun (Archery Dice), Tactic Games (We Detectives).

Best Socially Responsible Products -.Doll Kind (Fair Doll), Epic! Creations (Epic!), Green Kids Club (Shark and the Volcano), Green Toys (Rescue Boat & Helicopter), Le Toy Van (TV292 Doctor's Set), Moodsters (Moodster Feelings Flashlight), Office Oxygen (Loopez), Teeth Fairies (A Baby Teeth Tradition), UnitedHealthcare Children's Foundation (Digit Y Do), Wild Republic (Creations Jewelry).

Best Toys - Ateliers19 (Bizibots), CelebriDucks (Good Duck), Discovery Toys (Sensory Sights), Folkmanis (Folkmanis® Monarch Life Cycle Puppet), Manhattan Toy (Winkel™), OWI (Hydraulic Arm Edge), Schoenhut Piano (18 Key Mini Grand), Toy State (Road Rippers Dino Hauler™), Tucker Toys (E-Z Grip Balls), Yvolution (NEON Street Rollers).

Additional 100 Best Gift Selections - Adora Dolls (Adora Baby Fairy), Baby Jac (Baby Jack Sensory Lovey), Brybelly (Story Time Dice: Scary Tales), Discovery Toys (Hide inside Cottage), Discovery Toys (School House Play Tent), EQtainment (Q-Time Buddy), Hide and Seek (Hide and Seek Interactive Plush), Horizon Group (ThinkBox Forensic Science), KidO (Myland Houseboat), Moodsters (Meter), Moodsters (Mirror), Not Parent Approved (Not Parent Approved), Office Oxygen (Gyrobi), Piper Inc (Piper Computer Kit), Preschool of Rock (Michael & Rockness Monsters), Tactic Games (Colorology), Toy State (Barbie™ Convertible), Two of a Kind (We're All Together), USAOPOLY (Telestrations® Original), Extraodin Air Toys (Lumi-Niter® Disk Kit).

Dr. Toy wishes to warmly thank: Many in the toy business who supported our professional services for many years and responded with positive comments about benefits and value; Tangle Creations provided Tangle Toys to calm and delight children (imprinted- *Dr. Toy's Smart Play Smart Toys*); Folkmanis provided puppets; www.theBloomreport.com referenced 4th edition-*Dr. Toy's Smart Play Smart Toys*; Parents, teachers, retailers, researchers, students, inventors, and media who confirmed importance of information provided; Each member of Dr. Toy's Team who cooperated, participated and provided expertise- Amanda, Amy, Angie, April, Carrie, Charles, Faye, Gail, Jennie, Hannah, Kaz, Laurie, Louise, Mo, Mona, Paulette, Rhona, Sarah, Selina, Sidia, Simone, Staci, Teresa, Virginia, Wendy, Wing and Alex, Andy, Ben, Bernie, Brian, Byron, Claude, Chris, David, Doug, Dustin, Fred, Harpreet, James, Jeff, Jim, Johnathan, Mannu, Mark, Michael, Paul, Prasad, Ralph, Richard, Rick, Ron, Spencer, Tom; and Greg Walsh who coordinated PR and interviews on best toys and products through Walsh Public Relations (203-292-6280/ greg@walshpr.com)

Alphabetical Listing of Award Winning Companies



DR. TOY'S 100 BEST CHILDREN'S PRODUCTS FOR 2016

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

#	Company	Product Type Category	Age	Price	CustSrv#	www.
1.	Adora Dolls	Adora Baby Fairy <i>TY</i>	0 -12	\$15.99	800-779-5335	adoradolls.com
2.	Alex Brands	ALEX Toys Knot-a-Quilt <i>AC AS CP HM 7</i>	8-12	\$33.99	800-666-2539	alexbrands.com
3.	Amazing Toys	100+ Circuit Science <i>CP SA GE TC 10</i>	8-12	\$47.00	800-654-6357	amazing-toys.com.hk
4.	Amazing Toys	Amazing Eco Ten <i>CO CP ES GN 10</i>	8-12	\$39.90	800-654-6357	amazing-toys.com.hk
5.	Ann Williams	Kindness Kit <i>AE CH CP 10</i>	6-12	\$19.99	248-977-5831	annwilliamsgroup.com
6.	Ann Williams	Rubber Band Game <i>AE ID GE BG 5</i>	8-12	\$19.99	248-977-5831	annwilliamsgroup.com
7.	Art's Ideas	Jenga® GIANT™ <i>AE ES GE OP 5</i>	6-12	\$99.95	310-424-4527	jengagiant.com
8.	Ateliers19	Bizibots <i>AC CP GN WT 1</i>	7-12	\$40.00	415-205-4994	bizibots.com
9.	Baby Jack	Sensory Lovey <i>ES LA MA PL</i>	3-5	\$27.95	866-745-2491	babyjackco.com
10.	Brain Games	Ice Cool <i>BG CH GE UN 5</i>	6-12	\$39.95	800-444-3552	brain-games.com
11.	Brybelly	Story Time Dice: Fairy Tales <i>BO FP GE LA 5</i>	6-12	\$9.99	800-926-7241	brybelly.com
12.	Brybelly	Story Time Dice: Scary Tales <i>BO FP GE LA</i>	6-12	\$9.99	800-926-7241	brybelly.com
13.	Buffalo Games	Silly Street the Game <i>BG GE 5</i>	4-8	\$19.99	855-895-4290	buffalogames.com
14.	Build & Imagine	Career Dolls <i>CP DO SA SR 7</i>	4-8	\$14.99	415-265-0299	buildandimagine.com
15.	CelebriDucks	Good Duck <i>AE OP GN BA 1</i>	0-12 yrs	\$11.99	415-456-3452	celebriducks.com
16.	Discovery Toys	Hide Inside Cottage <i>TY</i>	9 mo-3	\$45.00	800-341-8697	discoverytoys.net;
17.	Discovery Toys	School House Play Tent <i>CH FP</i>	3-10	\$100.00	800-341-8697	discoverytoys.net;
18.	Discovery Toys	Sensory Sights <i>TY 1</i>	0-2	\$25.00	800-341-8697	discoverytoys.net;
19.	Doll Kind	Fair Doll <i>CT DO FP SR 4</i>	3-12	\$59.00	504-214-3003	thedollkind.com
20.	DuneCraft	Butterfly Glamour Dome <i>CF GN SA SC 2</i>	8-12	\$24.99	800-306-4168	dunecraft.com
21.	Epic! Creations	Epic! <i>BO IN LA SR 4</i>	0-12	\$4.99	620-255-4849	getepic.com
22.	EQtainment	Q's on the Go Pack <i>AE CP ES GE 10</i>	3-8	\$12.99	512-537-2192	eqtainment.com
23.	EQtainment	Q's Race to the Top <i>AE CH GE CT 5</i>	3-8	\$24.99	512-537-2192	eqtainment.com
24.	EQtainment	Q-Time Buddy <i>ES ID PL TY</i>	0-5	\$19.99	512-537-2192	eqtainment.com
25.	Folkmanis	Monarch Life Cycle Puppet <i>AE FP SC PU 1</i>	3-12	\$39.99	800-654-8922	folkmanis.com
26.	Green Kids Club	Shark and the Volcano <i>BO ES SR GN EC 4</i>	4-10	\$9.99	208-881-5184	greenkidsclub.com
27.	Green Toys	Rescue Boat & Helicopter <i>BA GN EC TY 4</i>	2-6	\$34.99	415-839-9971	greentoys.com
28.	Griddly Games	Just Add Sun <i>CF CP SA EC 5</i>	8-12	\$25.98	604-249-5020	griddlygames.com
29.	Hide and Seek	Hide and Seek Plush <i>BO ES GE MM</i>	12 mo-5	\$24.95	800-921-4976	hideandseektoy.com
30.	Horizon Group	Creatify@Playhouse <i>CP DH FP WT 7</i>	6-12	\$16.99	800-651-0616	horizongroupusa.com
31.	Horizon Group	It's So Me Braid-tastic! <i>AS CF CP HM 10</i>	6-9	\$14.99	800-651-0616	horizongroupusa.com
32.	Horizon Group	Kinetix Code Bands <i>CH CF CP SA 10</i>	6-9	\$9.99	800-651-0616	horizongroupusa.com
33.	Horizon Group	Kinetix Neon Light Board <i>CO CP EL TC 9</i>	6-9	\$19.99	800-651-0616	horizongroupusa.com
34.	Horizon Group	ThinkBox Forensic Science <i>AE HO SA SC</i>	8-12	\$14.99	800-651-0616	horizongroupusa.com
35.	Kid O	Myland Houseboat <i>BA SA TC UN</i>	2-12	\$45.00	212-366-5858	kidotoys.com
36.	Kinderfeets	Kinderfeets Tiny Tot Bamboo <i>AE GN OP SR 8</i>	1-2	\$100.00	415-738-4820	kinderfeets.com
37.	Le Toy Van	TV292 Doctor's Set <i>OT UN 4</i>	3-7	\$50.00		letoyvan.com
38.	LeapFrog	Count Along Register <i>CP ES MA SC 2</i>	2-5	\$24.99	800-701-5327	leapfrog.com
39.	LeapFrog	LeapStart <i>ES GG LA SA 2</i>	2-7	\$39.99	800-701-5327	leapfrog.com
40.	LeapFrog	Learn & Groove Musical Mat <i>AE ES ID ML 8</i>	2-5	\$29.99	800-701-5327	leapfrog.com
41.	LeapFrog	Melody the Musical Turtle <i>AE ID ES GE 5</i>	2-5	\$19.99	800-701-5327	leapfrog.com
42.	LEGO Systems	31050 Creator Corner Deli <i>CO TY 9</i>	8-12	\$39.99	860-749-2291	lego.com
43.	littleBits	Gizmos & Gadgets Kit <i>CO EL HO SA 9</i>	8-12	\$199.95	917-464-4577	littlebits.cc
44.	littleBits	Rule Your Room <i>AE CO ES SA 9</i>	8-12	\$99.95	917-464-4577	littlebits.cc
45.	Luke's Toy Factory	EcoTruck Fire Truck <i>CO EC GN SR 9</i>	3-6	\$22.95	888-391-5488	luketoyfactory.com
46.	Magformers	WOW 16pc Set <i>CO ES TY 9</i>	3-12	\$49.99	877-817-4574	magformers.com
47.	Manhattan Toy	Winkel™ <i>NO TY TR UN 1</i>	0-12 mo	\$14.00	800-541-1345	manhattantoy.com
48.	MasterPieces Puzzle	Panoramic Stadium Puzzles <i>CO SR EC PZ 9</i>	10-12	\$19.99	520-741-1315	masterpiecesinc.com
49.	MGA/Little Tikes	Light 'n Go 3-in-1 Walker <i>AE CE ML TS 8</i>	9-36 mo	\$39.99	800-222-4685	mgae.com
50.	MGA/Little Tikes	Project Mc2 H2O RC Car <i>CP EL SA TC 7</i>	6-12	\$69.99	800-222-4685	mgae.com
51.	MGA/Little Tikes	Turtle Sandbox <i>AE OP 10</i>	12 mo-6	\$59.99	800-222-4685	mgae.com
52.	Moodsters	Feelings Flashlight <i>ID OP BO TY 4</i>	18 mo-7	\$19.99	212-584-4311	themoodsters.com

53	Moodsters	Meter <i>ID OP BO TY</i>	18 mo-7	\$19.99	212-584-4311	themoodsters.com
54	Moodsters	Mirror <i>ID OP BO TY</i>	18 mo-7	\$19.99	212-584-4311	themoodsters.com
55	Newmero	Joy of Numbers <i>ES GE SA SC 2</i>	3-9	\$53.00		newmero.dk
56	My Gnome	Gnome Family Adventure Kit <i>AE CR ES TR 8</i>	3-12	\$59.97	844-694-6663	mygnomeontheroam.com
57	MySelfie	BuppaLaPaloo <i>CP ES PL SR 7</i>	2-7	\$29.95	818-876-0386	buppabear.com
58	Not Parent Approved	Not Parent Approved <i>CG ID LA NO</i>	8-12	\$24.99	310-740-6630	notparentapproved.com
59	NSI Int'l	3D Coin Art <i>CP GG HO PZ 10</i>	8-12	\$19.99	888-425-9113	nsi-intonline.com
60	NSI Int'l	Smithsonian Projector <i>ID HO SA EL 2</i>	8-12	\$39.99	888-425-9113	nsi-intonline.com
61	NSI Int'l	Smithsonian Plasma Ball <i>ES MA SA EL 8</i>	8-12	\$29.99	888-425-9113	nsi-intonline.com
62	NSI Int'l	Super Wubble <i>AE PT EQ TY 8</i>	3-12	\$19.99	888-425-9113	nsi-intonline.com
63	Office Oxygen	Gyrobi <i>CH NO UN SR CT</i>	3-12	\$3.95	800-296-2812	officeoxygen.com
64	Office Oxygen	Loopez <i>CH NO UN SR CT 4</i>	3-12	\$3.95	800-296-2812	officeoxygen.com
65	OWI	Hydraulic Arm Edge <i>CO ES SA TC 1</i>	10-12	\$49.95	310-515-6800	owirobot.com
66	Paper Trax Toys	Paper Trax Super Pack <i>AE CO GN SC 9</i>	3-12	\$24.99	310-872-0303	papertraxtoys.com
67	Piper Inc	Piper Computer Kit <i>ES SA EG TC</i>	7-12	\$299.00	415-857-5021	playpiper.com
68	Preschool of Rock	Michael & Rockness Monsters <i>CE MM</i>	24 mo-9	\$9.99	732-205-1971	michaelandtherocknessmonsters.com
69	Quadro	Quadro Ultimate <i>AP CO EQ OP 9</i>	1-8	\$599.99		quadroworld.com
70	SAVVi	Bathub Coloring Kit <i>AC BA CP TY 7</i>	3-6	\$15.00	866-297-2884	savvistuff.com
71	Schleich	Rider Horses Accessories <i>AE CP ID NO 8</i>	3-12	\$99.00	888-269-0826	schleich-s.com
72	Schoenhut Piano	18 Key Mini Grand <i>AE CP ML TY 1</i>	3-12	\$79.95	888-414-2739	toypiano.com
73	SimplyFun	Archery Dice <i>ES GE BG 5</i>	7-12	\$26.00	877-557-7767	simplyfun.com
74	SmartNoggin	NogginRings <i>ES TY 2</i>	0-12	\$18.99	301-895-4608	smartnoggin.com
75	Square Panda	Phonics Playset <i>ES EG LA TC 2</i>	18 mo-8	\$119.00	877-807-2632	squarepanda.com
76	Storey Publishing	Farmers Market Book <i>BO CP CF FP 7</i>	4-12	\$14.95	800-827-7444	storey.com
77	SVAN	S.S. Ahoy Surprise Stacker <i>CP ES PZ WT 2</i>	18 mo-5	\$44.99	855-297-9516	svan.com
78	Tactic Games	Beanie Boos Domino Game <i>CH ES GE TY 2</i>	4-12	\$15.00	216-288-0087	tactic.net
79	Tactic Games	Colorology <i>CH ES BG TY</i>	8-12	\$19.99	216-288-0087	tactic.net
80	Tactic Games	We Detectives <i>CH ES GE SR 5</i>	7-12	\$19.99	216-288-0087	tactic.net
81	Teeth Fairies	A Baby Teeth Tradition <i>BO ES FP PL 4</i>	4-12	\$39.99	401-524-6027	teethfairies.com
82	Toy State	Barbie™ Convertible <i>AE CH TS TY</i>	3-12	\$34.99	857-300-2057	toystate.com
83	Toy State	Nikko VelociTrax™ <i>AE CH TS TY 8</i>	8-12	\$39.99	857-300-2057	toystate.com
84	Toy State	Road Rippers Dino Hauler™ <i>AE CH TS TY 1</i>	3-12	\$19.99	857-300-2057	toystate.com
85	TreePod	Hanging Treehouses <i>AE EQ OP 8</i>	6-12	\$325.00	303-443-0163	mytreepod.com
86	Tucker Toys	E-Z Grip Balls <i>AE TY 1</i>	2-12	\$12.99	609-438-9800	tuckertoys.com
87	Tucker Toys	Trick Shot Toys <i>AE CP TY 1</i>	3-12	\$9.99	609-438-9800	tuckertoys.com
88	Two of a Kind	We're All Together <i>CE ML MM 10</i>	3-10	\$14.98	215-782-8258	twoofakind.com
89	UnitedHealthcare	Digit`Y Do <i>CH ID GE SR 4</i>	8-12	\$24.95	855-698-4223	uhccf.org
90	USAOPOLY	Telestrations® Original <i>BG GE</i>	1-12	\$29.95	888-876-7659	usaopoly.com
91	Victoria Chart	Let's Eat Together Placemat <i>AP CP ES SR 10</i>	3-12	\$12.50	727-466-4719	victoriachartcompany.com
92	VTech	Bizzy Bot™ <i>CP LA ML TC 7</i>	2-5	\$24.99	800-521-2010	vtechkids.com
93	VTech	Go! Go! Smart Friends® <i>AE DO DH FP 8</i>	1.5-5	\$59.99	800-521-2010	vtechkids.com
94	VTech	Touch & Learn Desk™ <i>EL EQ ES TC 2</i>	2-5	\$54.99	800-521-2010	vtechkids.com
95	Wild Republic	Creations Jewelry <i>AS NO SC SR 4</i>	3-12	\$4.00	800-800-9678	kmtoys.com
96	Wild Republic	Wild Republic Huggers <i>CH NO PL TY 7</i>	3 mo-8	\$7.99	800-800-9678	kmtoys.com
97	Wonderhood	Wonderhood Corner Shops <i>CO CP ES SA 7</i>	5-10	\$29.99	800-205-6129	wonderhoodtoys.com
98	Wonderhood	Wonderhood Grand Hotel <i>CO CP ES SA 9</i>	5-10	\$59.99	800-205-6129	wonderhoodtoys.com
99	Xtraordin Air Toys	Lumi-Niter® Disk Kit <i>AE OP PT UN</i>	7-12	\$17.99	312-656-7890	flitebynite.com
100	Yvolution	NEON Street Rollers <i>AE OP TS TY 1</i>	6-12	\$29.99	855-981-7177	yvolution.com

KEY:

AE = active	CP = creative product	GG = geography	PL = plush
AP = activity product	CT = cultural	GN = green	PT = pool toy
AT = audio tape	DD = digital disk	HO = hobby	PZ = puzzle
BA = bath toy	DH = dollhouse	ID = indoor activity	SA = STEM/STEAM
BG = board game	DO = doll	IN = internet, website, APP	SC = science
BO = book	EC = eco-friendly	LA = language	SR = socially responsible
CE = children's entertainment	EL = electronic product	MA = math	TC = technology
CF = crafts	EQ = equipment	ML = musical	TS = transportation
CG = card game	ES = educational skills	MM = multimedia	TY = toy
CH = children's product	FP = fantasy product	NO = novelty	UN = unique
CO = construction	GE = game	OP = outdoor play	WT = wooden toy

“SMART” PLAY CATEGORY:

Active Products = 8, Building Toys = 9, Children's Products = 10, Creative Products = 7, Educational Products = 2, Games = 5, Socially Responsible Products = Toys = 1



DR. TOY'S BEST CHILDREN'S PRODUCTS BY CATEGORY FOR 2016

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

BEST ACTIVE

Company	Product Type Category	Age	Price	CustSrv	www.
Kinderfeets	Kinderfeets Tiny Tot Bamboo <i>AE GN OP SR</i>	12 -24 mo	\$100.00	415-738-4820	kinderfeets.com
LeapFrog	Learn & Groove Musical Mat <i>AE ES ID ML</i>	2-5	\$29.99	800-701-5327	leapfrog.com
MGA/Little Tikes	Light 'n Go 3-in-1 Activity Walker <i>AE CE ML TS</i>	9 -36 mo	\$39.99	800-222-4685	mgae.com
My Gnome	Gnome Family Adventure Kit <i>AE CR ES TR</i>	3-12	\$59.97	844-694-6663	mygnomeontheroam.com
NSI Int'l	Smithsonian Plasma Ball <i>ES MA SA EL</i>	8-12	\$29.99	888-425-9113	nsi-intonline.com
NSI Int'l	Super Wubble <i>AE PT EQ TY</i>	3-12	\$19.99	888-425-9113	nsi-intonline.com
Schleich	Rider Horses Accessories <i>AE CP ID NO</i>	3-12	\$99.00	888-269-0826	schleich-s.com
Toy State	Nikko VelociTrax™ <i>AE CH TS TY</i>	8-12	\$39.99	857-300-2057	toystate.com
TreePod	Hanging Treehouses <i>AE EQ OP</i>	6-12	\$325.00	303-443-0163	mytreepod.com
VTech	Go! Go! Smart Friends® <i>AE DO DH FP</i>	1.5-5	\$59.99	800-521-2010	vtechkids.com

BEST BUILDING

Company	Product Type	Age	Price	CustSrv#	www.
Horizon Group	Kinetix Neon Light Board <i>CO CP EL TC</i>	6-9	\$19.99	800-651-0616	horizongroupusa.com
LEGO Systems	31050 Creator Corner Deli <i>CO TY</i>	8-12	\$39.99	860-749-2291	lego.com
littleBits	Gizmos & Gadgets Kit <i>CO EL HO SA</i>	8-12	\$199.95	917-464-4577	littlebits.cc
littleBits	Rule Your Room <i>AE CO ES SA</i>	8-12	\$99.95	917-464-4577	littlebits.cc
Luke's Toy Factory	EcoTruck Fire Truck <i>CO EC GN SR</i>	3-6	\$22.95	888-391-5488	lukestoyfactory.com
Magformers	WOW 16pc Set <i>CO ES TY</i>	3-12	\$49.99	877-817-4574	magformers.com
MasterPieces Puzzle	Panoramic Stadium Puzzles <i>CO SR EC PZ</i>	10-12	\$19.99	520-741-1315	masterpiecesinc.com
Paper Trax Toys	Paper Trax Super Pack <i>AE CO GN SC</i>	3-12	\$24.99	310-872-0303	papertraxtoys.com
Quadro	Quadro Ultimate <i>AP CO EQ OP</i>	1-8	\$599.99	004940 79005080	quadroworld.com
Wonderhood	Wonderhood Grand Hotel <i>CO CP ES SA</i>	5-10	\$59.99	800-205-6129	wonderhoodtoys.com

BEST CHILDREN'S PRODUCTS

Company	Product Type Category	Age	Price	CustSrv	www.
Amazing Toys	100+ Circuit Science <i>CP SA GE TC</i>	8-12	\$47.00	800-654-6357	amazing-toys.com.hk
Amazing Toys	Amazing Eco Ten <i>CO CP ES GN</i>	8-12	\$39.90	800-654-6357	amazing-toys.com.hk
Ann Williams	Kindness Kit <i>AE CH CP</i>	6-12	\$19.99	248-977-5831	annwilliamsgroup.com
EQtainment	Q's on the Go Pack <i>AE CP ES GE 1</i>	3-8	\$12.99	512-537-2192	eqtainment.com
Horizon Group	It's So Me Braid-tastic! <i>AS CF CP HM</i>	6-9	\$14.99	800-651-0616	horizongroupusa.com
Horizon Group	Kinetix Code Bands <i>CH CF CP SA</i>	6-9	\$9.99	800-651-0616	horizongroupusa.com
MGA/Little Tikes	Turtle Sandbox <i>AE OP 1</i>	12 mo-6	\$59.99	800-222-4685	mgae.com
NSI Int'l	3D Coin Art <i>CP GG HO PZ 1</i>	8-12	\$19.99	888-425-9113	nsi-intonline.com
Tucker Toys	Trick Shot Toys <i>AE CP TY 1</i>	3-12	\$9.99	609-438-9800	tuckertoys.com
Victoria Chart	Let's Eat Together Placemat <i>AP CP ES SR 1</i>	3-12	\$12.50	727-466-4719	victoriachartcompany.com

BEST CREATIVE

Company	Product Type Category	Age	Price	CustSrv	www.
Alex Brands	ALEX Toys Knot-a-Quilt <i>AC AS CP HM</i>	8-12	\$33.99	800-666-2539	alexbrands.com
Build & Imagine	Career Dolls <i>CP DO SA SR</i>	4-8	\$14.99	415-265-0299	buildandimagine.com
Horizon Group	Creatify@Playhouse <i>CP DH FP WT</i>	6-12	\$16.99	800-651-0616	horizongroupusa.com
MGA/Little Tikes	Project Mc2 H2O RC Car <i>CP EL SA TC</i>	6-12	\$69.99	800-222-4685	mgae.com
MySelfie	BuppaLaPaloo <i>CP ES PL SR</i>	2-7	\$29.95	818-876-0386	buppabear.com
SAVVi	Bathtub Coloring Kit <i>AC BA CP TY</i>	3-6	\$15.00	866-297-2884	savvistuff.com

Storey Publishing	Farmers Market Activity Book <i>BO CP CF FP</i>	4-12	\$14.95	800-827-7444	storey.com
VTech	Bizzy the Mix & Move Bot™ <i>CP LA ML TC</i>	2-5	\$24.99	800-521-2010	vtechkids.com
Wild Republic	Huggers <i>CP NO PL TY</i>	3mo-8y	\$7.99	800-800-9678	kmt toys.com
Wonderhood	Wonderhood Corner Shops <i>CO CP ES SA</i>	5-10	\$29.99	800-205-6129	wonderhoodtoys.com

BEST EDUCATIONAL

Company	Product Type Category	Age	Price	CustSrv#	www.
DuneCraft	Butterfly Glamour Dome <i>CF GN SA SC</i>	8-12	\$24.99	800-306-4168	dunecraft.com
LeapFrog	Count Along Register <i>CP ES MA SC</i>	2-5	\$24.99	800-701-5327	leapfrog.com
LeapFrog	LeapStart <i>ES GG LA SA</i>	2-7	\$39.99	800-701-5327	leapfrog.com
Newmero	Joy of Numbers <i>ES GE SA SC</i>	3-9	\$53.00	+45 2877 3907	newmero.dk
NSI Int'l	Smithsonian Projector <i>ID HO SA EL</i>	8-12	\$39.99	888-425-9113	nsi-intonline.com
SmartNoggin	NogginRings Reaching & Grasping Rings <i>ES TY</i>	0-12	\$18.99	301-895-4608	smartnoggin toys.com
Square Panda	Phonics Playset <i>ES EG LA TC</i>	18 mo-8	\$119.00	877-807-2632	squarepanda.com
SVAN	S.S. Ahoy Surprise Stacker <i>CP ES PZ WT</i>	18 mo-5	\$44.99	855-297-9516	svan.com
Tactic Games	Beanie Boos Domino Game <i>CH ES GE TY</i>	4-12	\$15.00	216-288-0087	tactic.net
VTech	Touch & Learn Activity Desk™ Deluxe <i>EL EQ ES TC</i>	2-5	\$54.99	800-521-2010	vtechkids.com

BEST GAMES

#	Company	Product Type Category	Age	Price	CustSrv	www.
5	Ann Williams	Rubber Band Game <i>AE ID GE BG</i>	8-12	\$19.99	248-977-5831	annwilliams group.com
5	Art's Ideas	Jenga® GIANT™ <i>AE ES GE OP</i>	6-12	\$99.95	310-424-4527	jengagiant.com
5	Brain Games	Ice Cool <i>BG CH GE UN</i>	6-12	\$39.95	800-444-3552	brain-games.com
5	Brybelly	Story Time Dice: Fairy Tales <i>BO FP GE LA</i>	6-12	\$9.99	800-926-7241	brybelly.com
5	Buffalo Games	Silly Street the Game <i>BG GE</i>	4-8	\$19.99	855-895-4290	buffalogames.com
5	EQtainment	Q's Race to the Top <i>AE CH GE CT</i>	3-8	\$24.99	512-537-2192	eqtainment.com
5	Griddly Games	Just Add Sun <i>CF CP SA EC</i>	8-12	\$25.98	604-249-5020	griddlygames.com
5	LeapFrog	Melody the Musical Turtle <i>AE ID ES GE</i>	2-5	\$19.99	800-701-5327	leapfrog.com
5	SimplyFun	Archery Dice <i>ES GE BG</i>	7-12	\$26.00	877-557-7767	simplyfun.com
5	Tactic Games	We Detectives <i>CH ES GE SR</i>	7-12	\$19.99	216-288-0087	tactic.net

BEST SOCIALLY RESPONSIBLE

Company	Product Type	Age	Price	CustSrv#	www.
Doll Kind	Fair Doll <i>CT DO FP SR</i>	3-12	\$59.00	504-214-3003	thedollkind.com
Epic! Creations	Epic! <i>BO IN LA SR</i>	0-12	\$4.99	620-255-4849	getepic.com
Green Kids Club	Shark and the Volcano <i>BO ES SR GN EC</i>	4-10	\$9.99	208-881-5184	greenkidsclub.com
Green Toys	Rescue Boat & Helicopter <i>BA GN EC TY</i>	2-6	\$34.99	415-839-9971	greentoys.com
Le Toy Van	TV292 Doctor's Set <i>OT UN</i>	3-7	\$50.00	+44 (0) 20 8979 2036	letoyvan.com
Moodsters	Moodster Feelings Flashlight <i>ID OP BO TY</i>	18 mo-7	\$19.99	212-584-4311	themoodsters.com
Office Oxygen	Loopez <i>CH NO UN SR CT</i>	3-12	\$3.95	800-296-2812	officeoxygen.com
Teeth Fairies	A Baby Teeth Tradition <i>BO ES FP PL</i>	4-12	\$39.99	401-524-6027	teethfairies.com
UnitedHealthcare	Digit'Y Do <i>CH ID GE SR</i>	8-12 yr	\$24.95	855-698-4223	uhccf.org
Wild Republic	Creations Jewelry <i>AS NO SC SR</i>	3-12	\$4.00	800-8010-9678	kmt toy.com

BEST TOYS

Company	Product Type Category	Age	Price	CustSrv	www.
Ateliers19	Bizibots <i>AC CP GN WT</i>	7-12	\$40.00	415-205-4994	bizibots.com
CelebriDucks	Good Duck <i>AE OP GN BA</i>	0-12 yrs	\$11.99	415-456-3452	celebriducks.com
Discovery Toys	Sensory Sights <i>TY</i>	0-2	\$25.00	800-341-8697	discoverytoys.net;
Folkmanis	Monarch Life Cycle Puppet <i>AE FP SC PU</i>	3-12	\$39.99	800-654-8922	folkmanis.com
Manhattan Toy	Winkel™ <i>NO TY TR UN</i>	0-12 mo	\$14.00	800-541-1345	manhattan toy.com
OWI	Hydraulic Arm Edge <i>CO ES SA TC</i>	10-12	\$49.95	310-515-6800	owirobot.com
Schoenhut Piano	18 Key Mini Grand <i>AE CP ML TY</i>	3-12	\$79.95	888-414-2739	toypiano.com
Toy State	Road Rippers Dino Hauler™ <i>AE CH TS TY</i>	3-12	\$19.99	857-300-2057	toystate.com
Tucker Toys	E-Z Grip Balls <i>AE TY</i>	2-12	\$12.99	609-438-9800	tuckertoys.com
Yvolution	NEON Street Rollers <i>AE OP TS TY</i>	6-12	\$29.99	855-981-7177	yvolution.com

ADDITIONAL 100 BEST GIFT SELECTIONS

Company	Product Type Category	Age	Price	CustSrv#	www.
Adora Dolls	Adora Baby Fairy TY	0-12 yrs	\$15.99	800-779-5335	adoradolls.com
Baby Jack	Baby Jack Sensory Lovey ES LA MA PL	3-5	\$27.95	866-745-2491	babyjackco.com
Brybelly	Story Time Dice: Scary Tales BO FP GE LA	6-12	\$9.99	800-926-7241	brybelly.com
Discovery Toys	Hide Inside Cottage TY	9 mo-3	\$45.00	800-341-8697	discoverytoys.net;
Discovery Toys	School House Play Tent CH FP	3-10	\$100.00	800-341-8697	discoverytoys.net;
EQtainment	Q-Time Buddy ES ID PL TY	0-5	\$19.99	512-537-2192	eqtainment.com
Hide and Seek	Hide and Seek Plush BO ES GE MM	12 mo-5	\$24.95	800-921-4976	hideandseektoy.com
Horizon Group	ThinkBox Forensic Science AE HO SA SC	8-12	\$14.99	800-651-0616	horizongroupusa.com
Kid O	Myland Houseboat BA SA TC UN	2-12	\$45.00	212-366-5858	kidotoys.com
Moodsters	Meter ID OP BO TY	18 mo-7	\$19.99	212-584-4311	themoodsters.com
Moodsters	Mirror ID OP BO TY	18 mo-7	\$19.99	212-584-4311	themoodsters.com
Not Parent Approved	Not Parent Approved CG ID LA NO	8-12	\$24.99	310-740-6630	notparentapproved.com
Office Oxygen	Gyrobi CH NO UN SR CT	3-12	\$3.95	800-296-2812	officeoxygen.com
Piper Inc	Piper Computer Kit ES SA EG TC	7-12	\$299.00	415-857-5021	playpiper.com
Preschool of Rock	Michael & Rockness Monsters CE MM	2-9	\$9.99	732-205-1971	michaelandtherocknessmonsters.com
Tactic Games	Colorology CH ES BG TY	8-12	\$19.99	216-288-0087	tactic.net
Toy State	Barbie™ Convertible AE CH TS TY	3-12	\$34.99	857-300-2057	toystate.com
Two of a Kind	We're All Together CE ML MM	3-10	\$14.98	215-782-8258	twoofakind.com
USAOPOLY	Telestrations® Original BG GE	1-12	\$29.95	888-876-7659	usaopoly.com
Xtraordin Air Toys	Lumi-Niter® Disk Kit AE OP PT UN	7-12	\$17.99	312-656-7890	flitebynite.com

KEY:

AE = active	CT = cultural	HO = hobby	SA = STEM/STEAM
AP = activity product	DD = digital disk	ID = indoor activity	SC = science
AT = audio tape	DH = dollhouse	IN = internet, website, APP	SR = socially responsible
BA = bath toy	DO = doll	LA = language	TC = technology
BG = board game	EC = eco-friendly	MA = math	TS = transportation
BO = book	EL = electronic product	ML = musical	TY = toy
CE = children's entertainment	EQ = equipment	MM = multimedia	UN = unique
CF = crafts	ES = educational skills	NO = novelty	WT = wooden toy
CG = card game	FP = fantasy product	OP = outdoor play	
CH = children's product	GE = game	PL = plush	
CO = construction	GG = geography	PT = pool toy	
CP = creative product	GN = green	PZ = puzzle	

“SMART” PLAY CATEGORY:

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

