

**RESS RELEASE** from



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## **Dr. Toy Celebrates the Best Picks Award Program's 26<sup>th</sup> Anniversary!<sup>®</sup> Includes 10 Best Toys, Gifts, and Educational Products**

San Francisco, CA (November 23, 2018) The Dr. Toy's Best Picks Children's Products Awards Report 2018<sup>®</sup> is now available to parents, teachers, and others in the online magazine, *Dr. Toy's Guide*.

The Dr. Toy Best Picks Children's Products Award Program<sup>®</sup> was developed by noted play and child development authority, Stevanne Auerbach, PhD, (a.k.a. Dr. Toy) as a service to consumers who desire to purchase safe, affordable, educationally oriented, stimulating new smart toys and play products for children. The Best Picks Award began in 1992 by Dr. Toy in cooperation with the national publication, *Early Childhood News*, to recognize outstanding educational play products that deserve consideration and use at home and in school.

"As a childhood development, play, toys and learning specialist," says Dr. Toy, "I have seen the continuous, essential need for more year-round diverse resources for consumers to identify and choose the most appropriate, safe, and engaging learning and fun products for all children."

Dr. Toy reports that since the innovative online magazine *Dr. Toy's Guide* (the first website on toys on the Internet) has been available, "millions of visitors from around the world have easy access to our timely valued information." The website was the first online resource on the world wide web to inform about and evaluate toys, games, and children's products.

The report, "Dr. Toy's Best Picks for 2018," is being released to encourage parents and teachers to focus on the value of play as essential to the learning process."

Dr. Auerbach adds, "Smart play products selected from many excellent companies across the U.S.A., Canada, and other countries, provide children with exciting new developmentally appropriate tools to help them do better in school, and also provide more constructive activities after school." Dr. Toy believes "parents, grandparents and teachers need help to gain a head start locating new, diversified products that children will enjoy while increasing skills, enhancing instruction, and expanding imagination." The products selected are balanced among large and small companies and range from low to high tech for "hours of active, creative, educational, and stimulating fun."

“Children learn best through play,” says Dr. Auerbach, “and these toys, games and products encourage children to maximize their potentials. This is a good time to ‘take stock’ and do an inventory of what your child is using for play, what is not used, and what is needed next for continued development.” adds Dr. Toy.

Dr. Toy’s Guide offers excellent ideas for choosing new products for use in learning, after school play, and during the holidays ahead. Dr. Toy’s Best Picks were carefully chosen as worthy of attention from among hundreds that the Dr. Toy Team has reviewed at toy fairs, in catalogs, and through many other sources, and by using the extensive criteria Dr. Toy has developed over many years. Among the criteria used are: *safety, age-appropriateness, design, durability, lasting play value, ecological, cultural and ethnic diversity, good transition from home to school, educational value, learning skills, creativity, improvement in the understanding of the community and the world, good value for price, and, naturally, fun.*

For complete information about these smart toys and products read the 2018 full report at [www.drtoy.com](http://www.drtoy.com). Dr. Toy selects products that include toys, active products, audio/visuals-video tapes/CDs/DVDs, creative products, educational products, games, socially responsible products, CD-ROMs, high tech, culturally relevant products, and more. Winning products are manufactured by established and new, large and small companies from around the world, including: Animoodles, Aurora World, b.dazzle, Banana Panda, Bizybeez, Bobby Susser Music, Candygrams, Cooperative Games, D & L Co., E-Blox, Golden Bell Studios, Green Toys, Griddly Games, Hansa Creations, Heroes Will Rise, Itty Bitty City, Kangaroo Mfg., Kellytoy, Kitki, Laser Pegs, Looney Labs, Maple Landmark, Miao Kids, NSI Int’l, OWI, Piccoli Horses, ReadySetz, Rival 5 Game, Serabeena, Sharingland, SmartFelt Toys, SmartLab Toys, Square Panda, Teknikio, Think Tank Scholar, Tralala Limited, Turing Tumble, Reed’s, and Whistlefritz.

These products were selected for additional recognition for their added value:

- **10 Best Toys:**

Animoodles (Animoodles), Aurora World (Little Pitter Pattern-Pup Rattle & Swaddle), b.dazzle (Cupcakes Scramble Squares® Puzzle), Banana Panda (Match the Baby Puzzles), E-Blox (Circuit Blox 115 Project Set), Green Toys (Tide Pool Bath Set), Kangaroo Mfg. (Pop-Oh\_Ver Stove Set), NSI Int’l (Fuzzy Wubble), ReadySetz (Space Base Playset), Sharingland (Cardboard Playhouse Sets).

- **10 Best Educational Products:**

CooperativeGames.com (Baby Beluga Game), Golden Bell Studios (Keys to Capitals Board Game), Griddly Games (Just Add Sugar), Kellytoy (Squishmallows), Looney Labs (Pyramid Arcade), NSI Int’l (Smithsonian Robo Spider), OWI (Dodeca 12-in-1 Solar Hydraulic Robot), SmartLab Toys (Tiny Science), Square Panda (Square Panda Home Ed.), Whistlefritz (French Collection).

- **10 Best Gifts:**

Bobby Susser Music (Green Light), D & L Company (Junior Glow Stomp Rocket), Hansa Creations USA (Giraffe Medium), Heroes Will Rise (Rigamajig Junior), Itty Bitty City (Magnetic Wooden Blocks, 30-Pc), Laser Pegs Ventures (Mars Rocket), Maple Landmark (Rainmaker Rattle), SmartFelt Toys (My Little House), Teknikio (Activating Origami), Turing Tumble (Turing Tumble).

The Dr. Toy’s Best Picks Award Report includes company customer service number, website URL, age range, price, full description of each product, and more. The award-winning, online magazine, *Dr. Toy’s Guide*, features full color photos of each product, links to companies to learn more, interviews with and articles by Dr. Toy, plus hundreds of currently available products including: 100 Best, Best Classic, Best Vacation, and Best Green products. Over 6,000 outstanding products have been selected, evaluated and bestowed with Dr. Toy’s Best Children’s Product Awards since 1992. Dr. Toy’s Best Picks (and the 10 Best Toys, 10 Best Educational Products, 10 Best Gifts) for 2018 are now available for play and learning at [www.drtoy.com](http://www.drtoy.com) Interact with Dr. Toy on social media through [Facebook](#), [Twitter](#) and [Pinterest](#)

**Interviews regarding recommended Dr. Toy’s Best Picks 2018 can be arranged through Greg Walsh, Walsh PR (203-292-6280) [greg@walshpr.com](mailto:greg@walshpr.com)**

### **Additional Points:**

- Dr. Toy's Guide lists resources on play, toys and parenting.
- Dr. Toy presents the newest products to parents and teachers around the world.
- Dr. Toy writes, speaks, and shares insights about the importance of toys, play, and learning.
- All evaluated toys are donated to children.
- Products and guidance information are available online.
- Dr. Auerbach is the author of the 4<sup>th</sup> Edition of *Dr. Toy's Smart Play/Smart Toys: How to Select and Use the Best Toys and Games* (Regent Press), which provides useful tools to parents to enhance their child's P.Q (Play Quotient). The book, published in China, Croatia, Egypt, Germany, Greece, India, Indonesia, Israel, Korea, Russia, Spain, Taiwan, Thailand, Turkey, and the USA, will soon be available in other countries.
- Interviews with and about Dr. Toy have appeared in newspapers, magazines, and on radio and TV across the USA, and in Canada, and abroad in Dubai, Germany, Japan, Spain, and others.

### **About Dr. Toy:**

Dr. Auerbach, a long-time resident of San Francisco, originally from New York City, lived in Washington, D.C., while working as a teacher, and then for the Department of Education where she approved the first proposal for "Sesame Street," evaluated Title One Programs, and established the first daycare center for children of federal employees. In San Francisco, she established the San Francisco International Toy Museum, the world's first "hands-on" toy museum visited by over 50,000 children. The author of 16 books, including *The Toy Chest*, *Toys for a Lifetime*, *The Whole Child*, *Choosing Child Care*, *Confronting the Child Care Crises* and hundreds of interviews and articles on toys and play. She is the only PhD in Child Development evaluating toys and children's products with extensive training, background, and over 50 years of experience evaluating, writing and speaking about toys and children's products. Dr. Auerbach is trained in child development, education, child psychology, and special education. She is an educator, consultant, parent, and playful grandparent. Her book, *Dr. Toy's Smart Play/Smart Toys: How to Select and Use the Best Toys and Games (4<sup>th</sup> edition)*, published in 13 countries, may be obtained through [Amazon](#) and at other book/toy stores.

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## Alphabetical Listing of Award-Winning Companies and Products



### DR. TOY'S 2018 BEST PICKS CHILDREN'S PRODUCTS

*Selected by Stevanne Auerbach, PhD (Dr. Toy)*

new phone number

#	Company	Product Name, Type, Top10	Age	Price	CustServ#	URL
1	Animoodles	Animoodles AE CH CO TY 1	-12	\$25.00	650-542-9332	theanimoodles.com
2	Aurora World	Little Pitter Pattern ID CH UN TY PL 1	0-6 mos	\$20.00	888-287-6722	auroragift.com
3	b. dazzle	Cupcakes Scramble Squares® CP ES PZ 1	4-12	\$12.99	800-809-4242	b-dazzle.com
4	b. dazzle	Hearts Scramble Squares® CG CT PZ SR	4-12	\$12.99	800-809-4242	b-dazzle.com
5	Banana Panda	Match Baby Puzzles CO ES BG TY PZ 1	18 mos-3	\$16.99	856-720-0580	bananapanda.com
6	Banana Panda	Suuuper Size Memory Game NO ES BG	2-5	\$21.99	856-720-0580	bananapanda.com
7	Banana Panda	Way I See It Flash Cards CH ES BO CG	0-12 mos	\$16.99	856-720-0580	bananapanda.com
8	Bizybeez	MagStix CH CO ES SC SA	3-8	\$69.99	801-895-4838	bizybeez.com
9	Bobby Susser Music	Green Light AE CH DD ML MM 3	2-8	\$12.97	516-466-6040	bobbysusser.com
10	Candygrams	Candygrams ES LA GE	7-12	\$24.99	571-263-4511	candygrams.com
11	CooperativeGames.com	Baby Beluga Game UN ES GG SA GN 3	3-10	\$34.95	800-328-1050	cooperativegames.com
12	D & L Co.	Dueling Stomp Rocket AE HO ES SA TY	6-12	\$21.00	800-632-8869	stomprocket.com
13	D & L Co.	Junior Glow Stomp Rocket AE ES SA TY 3	3-12	\$14.99	800-632-8869	stomprocket.com
14	D & L Co.	Stomp Rocket Stunt Planes AE HO SA TY	5-12	\$29.99	800-632-8869	stomprocket.com
15	E-Blox	Circuit Blox 115 Project Set CO ES 1	8-12	\$32.99	855-693-2569	myeblox.com
16	Golden Bell Studios	Keys to Capitals Board Game ES GG SR 2	7-12	\$24.95	855-271-6621	goldenbellstudios.com
17	Golden Bell Studios	Marshfollows Stuffed Toys AE CH CP PL	0 mo-12	\$24.95	855-271-6621	goldenbellstudios.com
18	Golden Bell Studios	Movie Buff Card Game CP AR GE CE MM	10-12	\$24.95	855-271-6621	goldenbellstudios.com
19	Golden Bell Studios	Pretending to Grownup Game CP CG CE	12-12	\$29.95	855-271-6621	goldenbellstudios.com
20	Green Toys	Tide Pool Bath Set EC GN SR PT 1	6 mo-12	\$19.99	877-412-7467	greentoys.com
21	Griddly Games	Just Add Sugar CP ES SA SR EC 2	8-12	\$24.95	604-249-5020	griddlygames.com
22	Hansa Creations	Giraffe Medium AE CH SR TY PL 3	3-12	\$195.00	844-888-0694	HansaCreationUSA.com
23	Heroes Will Rise	Rigamajig Junior AE EQ CO CP ES 3	5-12	\$395.00	202-464-6088	rigamajig.com
24	Itty Bitty City	Magnetic Wood Blocks--30 Pc CO SA WT 3	3-5	\$49.99	417-202-2025	ittybitty.city
25	Itty Bitty City	Magnetic Wooden--Cat/Dog CO SA WT	3-5	\$19.99	417-202-2025	ittybitty.city
26	Kangaroo Mfg.	Pop-Oh-Ver Counter Top Set AE FP TY	3-12	\$39.95	480-566-8686	kangaroomfg.com
27	Kangaroo Mfg.	Pop-Oh-Ver Stove Set AE CH AS FP TY 1	3-12	\$39.95	480-566-8686	kangaroomfg.com
28	Kellytoy	Squishmallow AE CH FP PL 2	0-12	\$2.99	323-432-5800	squishmallows.com
29	Kitki	Three Sticks ID CP CP GE BG	8-12	\$35.00	+91 7382717816	kitki.in
30	Laser Pegs	Fire's Fury CO EL ES FP SA	6-12	\$44.99	941-371-0909	laserpegs.com
31	Laser Pegs	Mars Rocket CO EL ES FP SA 3	7-12	\$69.99	941-371-0909	laserpegs.com
32	Looney Labs	Get the MacGuffin GE CG SR CT EC	8-12	\$10.00	301-441-1019	looneylabs.com/edu
33	Looney Labs	Nanofictionary ES BO LA SA GE TR	8-12	\$16.00	301-441-1019	looneylabs.com/edu
34	Looney Labs	Pyramid Arcade CP ES MA SA BG 2	8-12	\$77.00	301-441-1019	looneylabs.com/edu
35	Maple Landmark	Rainmaker Rattle SR EC GN OR TY 3	0-2	\$17.50	800-421-4223	maplelandmark.com
36	MiaoKids	MiaoKids Smart Kit ES SA EG TC EL	2-8	\$79.00	+86 18518208646	http://miaokids.com
37	MiaoKids	MiaoKids Wonder Math ES SA EG AA TC	2-8	\$0.01	+86-18518208646	http://miaokids.com
38	NSI Int'l	Fuzzy Wubble AE CH NO PL TY 1	4-12	\$17.99	888-425-9113	nsi-intonline.com
39	NSI Int'l	Laser X Fusion AE EQ FP EG TC EL	6-12	\$79.99	888-425-9113	nsi-intonline.com
40	NSI Int'l	Smithsonian Fingerprint Kit AE HO ES SA	6-12	\$14.99	888-425-9113	nsi-intonline.com
41	NSI Int'l	Smithsonian Robo Spider FP CO SA TC 2	6-12	\$14.99	888-425-9113	nsi-intonline.com
42	OWI	Dodeca SolarHydraulic Robot HM CO CR 2	8-12	\$33.95	310-515-6800	owirobot.com
43	OWI	OWI-893 KIKO.893 HO CO SC SR	8-12	\$43.95	310-515-6800	owirobot.com
44	Piccoli Horses	Piccoli Horses FP ES LA MM PL	3-12	\$30.00	859-469-4343	piccolihorses.com
45	ReadySetz	Space Base Playset AE FP EC SR DH 1	3-12	\$65.00	949-429-8687	readysetz.com
46	ReadySetz	Urban Playset 2.0 AE FP SR EC DH	3-12	\$65.00	949-429-8687	readysetz.com
47	Reed's	Reindeer in Here CH FP ES BO PL	1 mo-10	\$29.99	310-308-6810	reindeerinhere.com
48	Rival 5 Game	Number Strategy Game CP MA SA BG	9-12	\$39.99	717-917-5471	rival5game.com
49	Serabeena	Bracelet Making Kit HM HO AC TY	4-8	\$19.99	00-852-8191 5577	serabeena.com

50	Sharingland	Cardboard Playhouse Sets FP CO SA 1	3-8	\$99.99	513-808-5588	sharingland.com
51	SmartFelt Toys	My Little House AE CH ES TY 3	2-5	\$34.99	818-822-5269	smartfelttoys.com
52	SmartLab Toys	Tiny Science CP EQ ES SA SC 2	8-12	\$19.99	425-822-1950	smartlabtoys.com
53	Square Panda	Square Panda Home Ed. ES AA EG TC 2	2-8	\$59.95	877-807-2632	squarepanda.com
54	Teknikio	Activating Origami UN CO CP ES SA 3	8-12	\$24.00	718-773-8301	teknikio.com
55	Think Tank Scholar	500+Sight Words Flash Cards ES LA CG	3-9	\$25.00	310-801-4959	thinktankscholar.com
56	Tralala Limited	LalaBoom Educ.Beads AE CO ES SR TY	10 mos-3	\$29.95	800-335-5621	lalaboom.toys
57	Turing Tumble	Turing Tumble CO ES SA BG PZ 3	8-12	\$69.95	651-231-0617	turingtumble.com
58	Whistlefritz	French Collection ES LA MM CT ML 2	2-7	\$89.99	301-466-3937	whistlefritz.com

**Key:**

AA = Application, App

AC = arts & crafts

AE = active

AS = accessories, decorations

AT = audio/audio tape

BA = bath

BG = board game

BO = book

CE = children's entertainment

CG = card game

CH = children's product

CO = construction

CP = creative product

CR = computer-related

CS = costume, other accessories

CT = cultural

DD = digital disc

DH = doll house

DO = doll

EC = eco-friendly

EG = electronic game

EL = electronic product

EQ = equipment

ES = educational

FP = fantasy play

GE = game

GG = geography

GN = green

HM = hand-made

HO = hobby

ID = indoor

LA = language

MA = math

ML = musical

MM = multimedia

NO = novelty

OP = outdoor play

PL = plush

PT = pool toy

PZ = puzzle

SA STEM/STEAM

SC = science

SR = socially responsible

SW = software

TC = technology

TR = travel

TY = toy

UN = unique

WT = wooden toy

**10 BEST PICKS CHILDREN'S PRODUCTS CATEGORY:**

1 = Toys

2 = Educational Products

3 = Gifts



**DR. TOY'S 2018 BEST PICKS BY CATEGORY**

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

**10 BEST TOYS**

Company	Product Type	Age	Price	CustSrv	www.
Animoodles	Animoodles AE CH CO TY	0-3	\$25.00	650-542-9332	theanimoodles.com
Aurora World	Little Pitter Pattern Pup Rattle & Swaddle CH UN TY PL	0-6 mos	\$20.00	888-287-6722	auroragift.com
b. dazzle	Cupcakes Scramble Squares® Puzzle CH CP ES PZ	4-12	\$12.99	800-809-4242	b-dazzle.com
Banana Panda	Match the Baby Puzzles CO ES BG TY PZ	18 mos-3	\$16.99	856-720-0580	bananapanda.com
E-Blox	Circuit Blox 115 Project Set CO ES	8-12	\$32.99	855-693-2569	myeblox.com
Green Toys	Tide Pool Bath Set EC GN SR TY PT	6 mo-12	\$19.99	877-412-7467	greentoys.com
Kangaroo Mfg	Pop-Oh-Ver Stove Set AE CH AS FP TY	3-12	\$39.95	480-566-8686	kangaroomfg.com
NSI International	Fuzzy Wubble AE CH NO PL TY	4-12	\$17.99	888-425-9113	nsi-intonline.com
ReadySetz LLC	ReadySetz Space Base Playset AE FP EC SR DH	3-12	\$65.00	949-429-8687	readysetz.com
Sharingland	Cardboard Playhouse Sets AE CS FP CO SA	3-8	\$99.99	513-808-5588	sharingland.com

**10 BEST EDUCATIONAL PRODUCTS**

Company	Product Type Category	Age	Price	CustSrv#	www.
CooperativeGames.com	Baby Beluga Game UN ES GG SA GN	3-10	\$34.95	800-328-1050	cooperativegames.com

Golden Bell Studios	Keys to Capitals Board Game <i>CH ES GG BG SR</i>	3-10	\$34.95	800-328-1050	cooperativegames.com
Griddly Games	Just Add Sugar <i>CF ES SA SR EC</i>	8-12	\$24.95	604-249-5020	griddlygames.com
Kellytoy	Squishmallows <i>AE CH FP PL</i>	0-12	\$2.99	323-432-5800	squishmallows
Looney Labs	Pyramid Arcade <i>CP ES MA SA BG</i>	8-12	\$77.00	301-441-1019	looneylabs.com/edu
NSI Int'l	Smithsonian Robo Spider <i>FP HO CO SA TC</i>	6-12	\$14.99	888-425-9113	nsi-intonline.com
OWI	Dodeca 12-in-1 SolarHydraulic Robot <i>HM CO CRE SEC</i>	8-12	\$33.95	310-515-6800	owirobot.com
SmartLab Toys	Tiny Science <i>CP EQ ES SA SC</i>	8-12	\$19.99	425-822-1950	smartlabtoys.com
Square Panda	Square Panda Home Ed. <i>ES LA AA EG TC</i>	2-8	\$59.95	877-807-2632	squarepanda.com
Whistlefritz	French Collection <i>ES LA MM CT ML</i>	2-7	\$89.99	301-466-3937	whistlefritz.com

## 10 BEST GIFTS

Company	Product Type Category	Age	Price	CustSrv#	www.
Bobby Susser Music	Green Light <i>AE CH DD ML MM</i>	2-8	\$12.97	516-466-6040	bobbysusser.com
D & L Company	Junior Glow Stomp Rocket <i>AE HO ES SA TY</i>	3-12	\$14.99	800-632-8869	stomprocket.com
Hansa Creations USA	Giraffe Medium <i>AE CH SR TY PL</i>	3-12	\$195.00	844-888-0694	HansaCreationUSA.com
Heroes Will Rise	Rigamajig Junior <i>AE EQ CO CP ES</i>	5-12	\$395.00	202-464-6088	rigamajig.com
Itty Bitty City, LLC	Magnetic Wooden Blocks 30 Pc <i>CH CO ES SA WT</i>	3-5	\$49.99	417-202-2025	ittybitty.city
Laser Pegs Ventures	Mars Rocket <i>CO EL ES FP SA</i>	7-12	\$69.99	941-371-0909	laserpegs.com
Maple Landmark	Rainmaker Rattle <i>CH SR EC GN OR TY</i>	0-2	\$17.50	800-421-4223	maplelandmark.com
SmartFelt Toys	My Little House <i>AE CH ES TY</i>	2-5	\$34.99	818-822-5269	smartfelttoys.com
Teknikio	Activating Origami <i>UN CO CP ES SA</i>	8-12	\$24.00	718-773-8301	teknikio.com
Turing Tumbler	Turing Tumbler <i>CO ES SA BG TY PZ</i>	8-12	\$69.95	651-231-0617	turingtumble.com

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