



For Immediate Release

Media Contact: Greg Walsh

Walsh Public Relations

T: 203-292-6280; greg@walshpr.com

Dr. Toy's Guide® Announces Dr. Toy's 100 Best Children's Products of 2017

Guide to the Best Toys, Games, Gifts, and Children's Products!

A Timely Opportunity to be of Service to Families and Schools

SAN FRANCISCO, CA (November 15, 2017) – As a natural, ongoing part of our role as parents, teachers, early childhood specialists, and others involved with children, we observe children at play. With our eyes we confirm 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, to offer new information, and to assist you in selecting the right products to enhance your child's play and learning experiences.

We make buying decisions based on lasting play value and product applicability to find a good balance of children's active, creative, and educational participation. We can depend on the durability and versatility of such items as blocks, construction toys, dolls, games, puppets, puzzles, and transportation toys. They stimulate the imagination, engage the player, have greater play 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 Alice or Bobby, the product quickly falls apart – a frustrating, and often expensive experience. Products that do not meet safety standards can be dangerous, and cause anxiety and harm to children. We want to avoid these problems, and always strive for excellence for playthings.

Dr. Toy spends a great deal of time reviewing a large quantity of varied products created by manufacturers, new inventors, 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 each factors to consider the right product. Another aspect you can depend on is a warranty. Rising costs for products require everyone to be wise consumers to gain lasting value. Durable products, properly designed and developmentally correct, are worth the money. Children's positive reactions are worth our careful selection.

Dr. Toy utilizes a comprehensive set of objective criteria to evaluate toys and children's products.

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.

Since 1992 Dr. Toy's valued annual report has featured information about 100 fun, 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' (essential for well-being at any age) and should be practiced, respected and better 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."

For more guidance obtain a copy of *Dr. Toy's Smart Play/Smart Toys: How to Select and Use the Best Toys and Games*, expanded 4th Edition, written for parents, teachers, and others who care about children, available in toy and book stores, and online. This book is published in 12 countries, recently in Arabic, and soon in Japanese, and is searching for publishers in Spanish, Portuguese, French, Italian, and Hindi.

Following for your consideration are the selected Dr. Toy's 100 Best Award-Winning Toys, Games, and Children's Products and their Companies for 2017 grouped in categories to enhance and expand "Smart Play." You can find out more about each product by referring to the codes that designate the types of products, then visiting websites, and stores. We are confident the **Dr. Toy's Guide for 2017** will provide lots of fun for the whole family, and be of benefit to children who are learning, gaining and practicing skills, being creative, and actively playing. Let's Play!!!

Dr. Toy's Guide 2017:

Best Active Products – Ezyroller (Dexster Scooter), Kid O (Activity Board), MGA/Little Tikes (3-in-1 Sports Zone), Toysmith (Get Outside, GO! Bashminton), Tucker Toys (Kite-A-Pult), Tucker Toys (Slam N' Bounce), VTech (Pop-a-Ball™ Push & Pop Bulldozer™), Wai Lana (Stretch 'n Play Eco Ball Kit), Yvolution (Strolly Bike), Yvolution (Y Glider XL Deluxe).

Best Building Products – Art's Ideas (Jenga XXL® Gigantic Cardboard Ed. Game), Build & Imagine (Creativity Castle), Magnetykes (Magnetykes), MGA/Little Tikes (Waffle Blocks Steam Train), MindWare (Q-BA-MAZE 2.0: Extreme Rails), OWI (Rookie Solar Racer v2), Spin Master (Meccano M.A.X.), Strictly Briks (Brik Tower and Stackers), Toysmith (Swivel-Snaps), VTech (GearZooz™ Roll & Roar Animal Train™).

Best Creative Products – Ann Williams (Craft-tastic Inspire Poster Kit), DuneCraft (Sea Saurus Pirate & Fairy), Game Night in a Can (Game Night in a Can), Lulu Jr. (IlluStory - Create Your Own Book!), MasterPieces Puzzle (Works of Ahhh), MindWare (Conduct Dough Lights), MindWare (UNBORED: Time Capsule), Serabeena (Sew Your Own Purses), Smart Toys & Games (SmartGames Jump In), Wacky Links (Wacky Links Connector Series).

Best Educational Products – b. dazzle (Scramble Squares® Frogs Puzzle), Bigjigs Toy (My First Fractions Puzzle), DuneCraft (World Within A World), Griddly Games (Just Add Glue), LeapFrog (LeapStart™ Learning System), Maple Landmark (Lift and Learn Puzzle, Solar System), Math for Love (Tiny Polka Dot), MindWare

(Dig It Up! Discoveries! Wild Animals), OWI (Captain Roam-E-O), SmartLab Toys (Aftershock! Earthquake Lab).

Best Games – Ann Williams (You Do), Art's Ideas (Jenga® Ocean Game), Art's Ideas (Jenga® PREMIUM Hardwood Game), Art's Ideas (Jenga® Throw 'N Go!™ Hardwood Game), Master Theorem (Snippets), Quirky Engine Ent. (Hoagie), RoosterFin (Ninja Squirrels), Strictly Briks (Brik Buster), Tactic Games (Word Rush), Wannaple (Animal Act).

Best Socially Responsible Products – Boy Story (Boy Story Action Dolls), Elly Lu (Norman-Narwhal Plush & Hawaiian Vacation), Green Kids Club (African Bush Fire & Elephant), Griddly Games (Rocket Lander), LeapFrog (Leap Frog Academy™), Love Smart Cards (Love Smart Cards), One World Play (One World Futbol), Quirky Engine Entertainment (Trash War), Tactic Games (Some Bunny's Hiding), Taste 'n' Tell (Discovering Fruit with Holly Honeybee).

Best Technology – Eastcolight (Magic Instrument – Piano Set), EPIK Learning (HighQ Learning Tab 8” Kids Tablet), Fibre-Craft (DabitZ). MGA/Little Tikes (Project Mc2 Pixel Purse), NSI International (Wubble Brite), Piper Inc. (Piper Computer Kit), Pixl Toys (Pixlplay Camera), Spin Master (Luvabella), Storey Publishing (Journal Sparks), Toymail (Toymail Talkies).

Best Toys – Fibre-Craft (My Sistie), Folkmanis (Folkmanis® Monarch Life Cycle Puppet), LeapFrog (Scoop & Learn Ice Cream Cart™), MGA/Little Tikes (Baby Born Interactive Doll), Ooz&Oz (Morph-O-Scopes Sports of All Sorts Kit), Rubbabu (Cleanupper the Dumptruck), Schoenhut Piano (18 Key Mini Grand), Science Wiz™ (ScienceWiz Cells under a Microscope), Tangle Creations (ZURU Tangle), VTech (Go! Go! Smart Wheels® Race & Play).

Best Gifts – Green Kids Club (Pamnee and the Looking Pond), Green Piñata (Green Piñata Toys), Hunk-ta-Bunk-Ta (Hunk-Ta-Bunk-Ta HITS), Linguacious (Around the home Spanish Flashcard Game), Lulu Jr. (My Comic Book), MasterPieces Puzzle (Tetris Brain Teasers), Office Oxygen (SwingOs), P.F. Shaggy (Rule Crazy Starter Ed.), Quirky Engine Ent. (Eyeball Boxing), SmarTrike (smarTfold™), Spin Master (PAW Patrol My Size Lookout Tower), Spin Master (Rusty Rivets Rivet Lab Playset), Star Kids Products (Snack & Play Travel Tray 2.0), Strictly Briks (AlphaBriks & MathBriks), Strictly Briks (Creatorz & The Cube), Tactic Games (Emojito), Taste 'n' Tell (Discovering Vegetable with Veggie Vole), Tucker Toys (Disc Jock-e), Wacky Links (Outer Space Glow-in-the-Dark Series), Wai Lana (Little Yogis™ Fun Songs Kit).

Dr. Toy wishes to warmly thank: Many in the toy business who supported our professional services over many years, and who have responded with positive comments about benefits, value, and participation; for Dr. Toy presentations we were pleased to add Tangle Creations for providing Tangle Toys (imprinted with *Dr. Toy's Smart Play Smart Toys*) to calm and delight children, Folkmanis provided puppets; Dunecraft provided seeds and support; b. dazzle provided Scramble Square Puzzles. The Bloom Report, www.theBloomreport.com, referenced the 4th edition of *Dr. Toy's Smart Play Smart Toys*; parents, teachers, retailers, researchers, students, inventors, and media who confirmed the importance of the information provided; each member of Dr. Toy's Team cooperated, participated and provided expertise – Amanda, Amy, Angie, April, Carrie, Charles, Elaine, Faye, Gail, Jennie, Hannah, Kathie, Kaz, Laurie, Louise, Mo, Mona, Paulette, Rhona, Sarah, Selina, Sidia, Simone, Staci, Teresa, Virginia, Wendy, Wing, Zelmi, and Alex, Andy, Ben, Bernie, Brian, Byron, Claude, Chris, David, Doug, Dustin, Fred, Grant, Harpreet, James, Jean, Jeff, Jim, Jonathan, Kevin, Lutz, Mannu, Mark, Michael, Paul, Prasad, Ralph, Richard, Rick, Ron, Spencer, Steve, Tom; and many thanks to Greg Walsh, who coordinated PR, interviews on best toys and products, and ably assisted us through Walsh Public Relations (203-292-6280- greg@walshpr.com)

Award Winning Companies



DR. TOY'S 100 BEST CHILDREN'S PRODUCTS FOR 2017

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

#»	Company	Product Type Category	Age	\$Price	CustSrv#	www.
1.	Ann Williams	Craft-tastic Inspire Poster Kit AC CP 7	8-12	\$19.99	248-977-5831	annwilliamsgroup.com
2.	Ann Williams	You Do GE CG 5	6-12	\$19.99	248-977-5831	annwilliamsgroup.com
3.	Art's Ideas	Jenga XXL® Gigantic Cardboard Game AE GE BG 9	12-12	\$299.95	310-424-4527	jengagiant.com
4.	Art's Ideas	Jenga® Ocean Game AE CH GE SR 5	8-12	\$49.95	310-424-4527	jengagiant.com
5.	Art's Ideas	Jenga® Premium Hardwood Game AE GE WT 5	12-12	\$79.95	310-424-4527	jengagiant.com
6.	Art's Ideas	Jenga® Throw 'N Go!™ Game AE CH GE BG 5	8-12	\$29.95	310-424-4527	jengagiant.com
7.	b. dazzle	Scramble Squares® Frogs Puzzle AE ES GE PZ 2	4-12	\$12.99	800-809-4242	b-dazzle.com
8.	Bigjigs Toy	First Fractions Puzzle AE ES MA SA 2	3-12	\$25.95	866-459-7829	bigjigstoys.us
9.	Boy Story	Boy Story Action Dolls FP SR CT TY 4	3-7	\$99.00	201-286-0722	boystory.com
10.	Build & Imagine	Creativity Castle FP CP SA DO 9	4-8	\$59.95	866-751-5006	buildandimagine.com
11.	DuneCraft	Sea Saurus Pirate & Fairy AE FP SC 7	3-12	\$9.99	800-306-4168	dunecraft.com
12.	DuneCraft	World Within A World CH CP SC GN 2	3-12	\$29.99	800-306-4168	dunecraft.com
13.	Eastcolight	Magic Instrument-Piano EL ML SA TC 3	8-12	\$28.92	425-349-3718	eastcolight.com
14.	Elly Lu	Norman-Narwhal Plush BO ES PL SR 4	0 mo-10	\$34.00	907-240-1129	ellyluorganics.com
15.	EPIK Learning Co.	HighQ Learning 8" Kids Tablet ES GE MM TC 3	4-12	\$129.99	888-999-1244	epiklearning.com
16.	Ezyroller	Dexster Scooter AE ID TS TY 8	6-12	\$119.00	866-713-8007	dexster.com
17.	Fibre-Craft	DabitZ CH AC AA UN 3	6-12	\$39.99	800-323-4316	fibrecraft.com
18.	Fibre-Craft	My Sistie FP UN TY DO PL 1	2-12	\$12.99	800-323-4316	fibrecraft.com
19.	Folkmanis	Monarch Life Cycle Puppet PL ES PU TY 1	3-12	\$39.99	800-654-8922	folkmanis.com
20.	Game Night in Can	Game Night in a Can AE CP GE SR GN 7	10-12	\$24.99	323-363-5050	gamenightinacan.com
21.	Green Kids Club	African Bush Fire & Elephant ES BO SR GN 4	5-9	\$7.00	208-520-8353	greenkidsclub.com
22.	Green Kids Club	Pammee & Looking Pond AE ES SR TY 10	3-5	\$14.95	208-520-8353	greenkidsclub.com
23.	Green Piñata	Green Piñata Toys ES LA GE GR TY 10	6 mo-5	\$24.99	781-375-7194	greenpinatatoys.com
24.	Griddly Games	Just Add Glue CP AC ES SC SA 2	8-12	\$24.95	604-249-5020	griddlygames.com
25.	Griddly Games	Rocket Lander MA SC SA GE BG 4	8-12	\$26.95	604-249-5020	griddlygames.com
26.	Hunk-Ta-Bunk-Ta	Hunk-Ta-Bunk-Ta HITS AE ES SA MM CE 10	6 mo-10	\$10.00	303-298-7122	hunktabunkta.com
27.	Kid O	Activity Board CH ES SA TC EL TY TR 8	6 mo-3	\$37.50	212-366-5858	kidotoys.com
28.	LeapFrog	LeapFrog Academy™ AA EG ES SA 4	3-6	\$7.00	800-701-5327	leapfrog.com
29.	LeapFrog	LeapStart™ Learning Sys. CP ES GE TC 2	2-7	\$39.99	800-701-5327	leapfrog.com
30.	LeapFrog	Scoop & Learn Ice Cream Cart™ AE FP LA TY 1	2-10	\$39.99	800-701-5327	leapfrog.com
31.	Linguacious	Spanish Flashcard Game AT CG CT SR 10	2-12	\$19.99	515-441-3921	linguacious.net
32.	Love Smart Cards	Love Smart Cards CG CT ES LA SR 4	7-12	\$47.00	415-779-5957	lovesmartcards.com
33.	Lulu Jr.	IlluStory - Create Your Own Book! CP AC BO ES 7	4-12	\$29.99	844-639-3309	lulujr.com
34.	Lulu Jr.	My Comic Book CP AC BO ES 10	4-12	\$29.99	844-639-3309	lulujr.com
35.	Magnetykes	Magnetykes AE CH ES SA 9	4-12	\$22.95	917-626-5086	magnetykes.com
36.	Maple Landmark	Lift & Learn Puzzle, Solar Sys. ES SC SA PZ 2	3-7	\$23.20	800-421-4223	maplelandmark.com
37.	Master Theorem	Snippets CP ES GE LA 5	12-12	\$24.99	646-397-8434	snippetsgame.com
38.	MasterPieces Puzz.	Tetris Brain Teasers CO AC MA GE PZ 10	6-12	\$14.99	520-741-1315	masterpiecesinc.com
39.	MasterPieces Puzz.	Works of Ahhh CH CO CP AC TY 7	6-12	\$14.99	520-741-1315	masterpiecesinc.com
40.	Math for Love	Tiny Polka Dot CH MA SA CG 2	3-10	\$14.95	206-226-8869	mathforlove.com
41.	MGA/Little Tikes	3-in-1 Sports Zone AE CP ES EG 8	1-3	\$54.99	818-221-4326	mgae.com
42.	MGA/Little Tikes	Baby Born Interactive Doll CH FP TY DO 1	2-5	\$44.99	818-221-4326	mgae.com
43.	MGA/Little Tikes	Project Mc2 Pixel Purse CH SA AA AS 3	6-12	\$59.99	818-221-4326	mgae.com
44.	MGA/Little Tikes	Waffle Blocks Steam Train FP CO EG TS 9	2-12	\$59.99	818-221-4326	mgae.com
45.	MindWare	Conduct Dough Lights AE ES SA TC 7	5-12	\$34.95	800-999-0398	mindware.com
46.	MindWare	Dig It Up! Discoveries: Wild Animals AE ES SC 2	4-12	\$24.95	800-999-0398	mindware.com
47.	MindWare	Q-BA-MAZE 2.0: Extreme Rails AE CH CO SA 9	6-12	\$99.95	800-999-0398	mindware.com
48.	MindWare	UNBORED: Time Capsule AE CP SA TC 7	8-12	\$29.95	800-999-0398	mindware.com
49.	NSI Int'l	Wubble Brite AE EQ UN CP TY 3	6-12	\$24.99	888-425-9113	nsi-intonline.com
50.	Office Oxygen	SwingOs CH NO TY 10	5-12	\$5.95	800-296-2812	officeoxygen.com
51.	One World Play	One World Futbol AE SR CT TY UN 4	6-12	\$39.50	888-993-8826	oneworldplayproject.com
52.	OOZ&OZ	Morph-O-Scopes Sports Kit CP CP ES SA 1	5-12	\$24.99	888-750-3338	oozandoz.com

53.	OWI	Captain ROAM-E-O AE HO CO GN SA 2	8-12	\$19.95	310-515-6800	owirobot.com
54.	OWI	Rookie Solar Racer v2 CO ES SA HO EC 9	8-12	\$11.95	310-515-6800	owirobot.com
55.	P.F. Shaggy	Rule Crazy, Starter Ed. UN ES LA GE CT 10	5-8	\$19.99	323-451-2425	rulecrazy.com
56.	Piper Inc	Piper Computer Kit CP ES SA TC EL 3	8-12	\$299.00	415-857-5021	buildpiper.com
57.	Pixl Toys	Pixlplay Camera ES MA AA TC EL 3	3-12	\$24.94	415-992-1076	pixltoys.com
58.	Quirky Engine Ent.	Eyeball Boxing CH CP GE CG TY 10	8-12	\$19.50	801-544-8989	quirkyengine.com
59.	Quirky Engine Ent.	Hoagie CH CP CG GE TY 5	5-12	\$17.50	801-544-8989	quirkyengine.com
60.	Quirky Engine Ent.	Trash War CH CP CG GE TY 4	10-12	\$17.50	801-544-8989	quirkyengine.com
61.	RoosterFin	Ninja Squirrels CH BG CG GE UN 5	5-12	\$25.99	855-591-4263	roosterfin.com
62.	Rubbabu	Cleanupper Dumptruck AE SR GN TR TS 1	3 mo-5	\$8.00	855-782-2228	rubbabu.com
63.	Schoenhut Piano	18 Key Mini Grand CH ML 1	3-6	\$79.95	888-414-2739	toypiano.com
64.	Science Wiz™	ScienceWiz Cells_under Microscope EQ ES SA 1	8-12	\$24.99	510-222-2638	sciencewiz.com
65.	Serabeena	Sew Your Own Purses CP AC ES TY TR 7	4-8	\$14.99	+852-358-2681	serabeena.com
66.	Smart Toys & Games	SmartGames Jump In BG ES PZ LA TR 7	7-12	\$14.99	800-542-6375	smarttoysandgames.com
67.	SmartLab Toys	Aftershock! Earthquake Lab AE CO GG SA 2	8-12	\$39.99	866-319-5900	smartlabtoys.com
68.	SmarTrike	smarTfold™ AE EQ TY TR TS 10	6 mo-3	\$99.99	855-768-7453	smartfold.net
69.	Spin Master	Luvabella CH FP ES LA EL 3	4-12	\$99.99	416-364-6002	spinmaster.com
70.	Spin Master	Meccano M.A.X. CH HM CO ES SA 9	10-12	\$149.99	416-364-6002	spinmaster.com
71.	Spin Master	PAW Patrol My Size Lookout Tower CH FP TY 10	3-12	\$99.99	416-364-6002	spinmaster.com
72.	Spin Master	Rusty Rivets Rivet Lab Playset CH ES LA TY 10	3-12	\$39.99	416-364-6002	spinmaster.com
73.	Star Kids Products	Snack & Play Travel Tray 2.0 AS EQ TR 10	2-12	\$24.99	303-887-9017	snackandplaytraveltray.com
74.	Storey Publ.	Journal Sparks ID AC BO CP 3	10-12	\$16.95	800-827-7444	storey.com
75.	Strictly Briks	AlphaBriks & MathBriks ID CH CP ES TY 10	3-12	\$24.99	608-687-7572	strictlybriks.com
76.	Strictly Briks	Brik Buster AE CH CO GE TY 10	3-12	\$29.99	608-687-7572	strictlybriks.com
77.	Strictly Briks	Brik Tower & Stackers ID CO CP ES 9	3-12	\$29.99	608-687-7572	strictlybriks.com
78.	Strictly Briks	Creatorz & Cube UN CO ES SA 5	8-12	\$24.99	608-687-7572	strictlybriks.com
79.	Tactic Games	Emoji ES LA GE BG TY 10	8-12	\$14.99	216-288-0087	tactic.net
80.	Tactic Games	Some Bunny's Hiding ES GE BG TY 4	3-12	\$19.99	216-288-0087	tactic.net
81.	Tactic Games	Word Rush ES GE BG TY 5	3-12	\$19.99	216-288-0087	tactic.net
82.	Tangle Creations	ZURU Tangle CH NO ES SA PZ 1	3-12	\$2.99	888-829-3808	tanglecreations.com
83.	Taste 'n' Tell	Discover Fruit CH ES GE SR 4	1-5	\$24.00	44 7787 289499	tastentell.co.uk
84.	Taste 'n' Tell	Discover w/Veggie Vole ES GE SR 10	1-5	\$24.00	44 7787 289499	tastentell.co.uk
85.	Toymail	Toymail Talkies AE FP TC SW PL 3	3-8	\$59.99	888-723-5741	toymail.co
86.	Toysmith	Get Outside, GO! Bashminton AE OP TY 8	5-12	\$19.99	800-356-0474	toysmith.com
87.	Toysmith	Swivel-Snaps AE ES UN CO SA 9	6-12	\$29.99	800-356-0474	toysmith.com
88.	Tucker Toys	Disc Jock-e AE CE ML TC TY 10	6-12	\$24.99	609-438-9800	tuckertoys.com
89.	Tucker Toys	Kite-A-Pult AE CH HO OP TY 8	6-12	\$19.99	609-438-9800	tuckertoys.com
90.	Tucker Toys	Slam N' Bounce AE CH OP TY 8	5-12	\$14.99	609-438-9800	tuckertoys.com
91.	VTech	GearZooz™ Animal Train™ ID CH ES TY 9	18 mo-4	\$29.00	800-521-2010	vtechkids.com
92.	VTech	Go! Go! Smart Wheels® AE CH ES TY 1	1-4	\$39.99	800-521-2010	vtechkids.com
93.	VTech	Pop-a-Ball™ Bulldozer™ SA TC EL TR 8	6 mo-36	\$24.99	800-521-2010	vtechkids.com
94.	Wacky Links	Outer Space Glow-in-Dark CO CP ES TY 10	3-12	\$9.99	646-598-8210	wackylinks.com
95.	Wacky Links	Wacky Links Connector CO CP ES SA 7	3-12	\$9.99	646-598-8210	wackylinks.com
96.	Wai Lana	Little Yogis™ Fun Songs AE CP DV ML 10	3-12	\$39.95	800-228-5145	wailana.com
97.	Wai Lana	Stretch 'n Play Eco Ball AE CH EC SR 8	3-12	\$24.95	800-228-5145	wailana.com
98.	Wannaple	Animal Act ID FP CP ES LA BG CG 5	4-12	\$19.95	855-895-4290	wannaple.com
99.	Yvolution	Strolly Bike AE OP TY TR TS 8	10 mo-3	\$169.99	855-981-7177	yvolution.com
100.	Yvolution	Y Glider XL Deluxe AE OP CH TY TR 8	5-8	\$89.99	855-981-7177	yvolution.com

Key:

AA = APP

AC = Arts and Craft

AE = Active

AS = Accessories/ Decorations/ Furniture

AT = Audio Tape

BG = Board Game

BO = Book

CE = Children's Entertainment

CG = Card Game

CH = Children's Products

CO = Construction

CP = Creative Product

CR = Computer-Related

CT = Cultural

DO = Doll

DV = DVD

EC = Eco-friendly

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

ID = Indoor Play

IN = Internet

LA = Language

MA = Math

ML = Musical

MM = Multimedia

NO = Novelty

OP = Outdoor Play

OR = Organic

PL = Plush

PU = Puppet

PZ = Puzzle

SA = STEM/STEAM

SC = Science

SR = Socially Responsible

SW = Software

TC = Technology

TR = Travel

TS = Transportation

TY = Toy

UN = Unique

OR = Organic

WT = Wooden Toy



DR. TOY'S BEST CHILDREN'S PRODUCTS BY CATEGORY FOR 2017

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

BEST ACTIVE

Company	Product Type	Age	Price	CustSrv#	www.
Ezyroller	Dexter Scooter AE ID TS TY	6-12	\$119.00	866-713-8007	dexter.com
Kid O	Activity Board CH SA TC EL TR	6 mo-3	\$37.50	212-366-5858	kidotoys.com
MGA/Little Tikes	3-in-1 Sports Zone AE CP ES EG	1-3	\$54.99	818-221-4326	mgae.com
Toysmith	Get Outside, GO! Bashminton AE OP TY	5-12	\$19.99	800-356-0474	toysmith.com
Tucker Toys	Kite-A-Pult AE CH HO OP TY	6-12	\$19.99	609-438-9800	tuckertoys.com
Tucker Toys	Slam N' Bounce AE CH OP TY	5-12	\$14.99	609-438-9800	tuckertoys.com
VTech	Pop-a-Ball™ Push & Pop Bulldozer™ SA TC EL TR	6 mo-3	\$24.99	800-521-2010	vtechkids.com
Wai Lana	Stretch 'n Play Eco Ball Kit AE CHEC GRSR	3-12	\$24.95	800-228-5145	wailana.com
Yvolution	Strolly Bike AE OP TY TR TS	10 mo-3	\$169.99	855-981-7177	yvolution.com
Yvolution	Y Glider XL Deluxe AE OP CH TY TR	5-8	\$89.99	855-981-7177	yvolution.com

BEST BUILDING/CONSTRUCTION

Company	Product Type	Age	Price	CustSrv#	www.
Art's Ideas	Jenga XXL® Gigantic Cardboard Ed. Game AE GE BG	12-12	\$299.95	310-424-4527	jengagiant.com
Build & Imagine	Creativity Castle FP CP SA DQ	4-8	\$59.95	866-751-5006	buildandimagine.com
Magnetykes	Magnetykes AE CH ES SA	4-12	\$22.95	917-626-5086	magnetykes.com
MGA/Little Tikes	Waffle Blocks Steam Train FP CO EG TS	2-12	\$59.99	818-221-4326	mgae.com
MindWare	Q-BA-MAZE 2.0: Extreme Rails AE CH CO SA TY	6-12	\$99.95	800-999-0398	mindware.com
OWI	Rookie Solar Racer v2 CO ES SA HO EC	8-12	\$11.95	310-515-6800	owirobot.com
Spin Master	Meccano M.A.X. CH HM CO ES SA	10-12	\$149.99	416-364-6002	spinmaster.com
Strictly Briks	Brik Tower and Stackers ID CH CO CP ES	3-12	\$29.99	608-687-7572	strictlybriks.com
Toysmith	Swivel-Snaps AE ES UN CO SA	6-12	\$29.99	800-356-0474	toysmith.com
VTech	GearZooz™ Roll & Roar Animal Train™ ID CH ES TY	18 mo-4	\$29.00	800-521-2010	vtechkids.com

BEST CREATIVE

Company	Product Type	Age	Price	CustSrv#	www.
Ann Williams	Craft-tastic Inspire Poster Kit AC CP	8-12	\$19.99	248-977-5831	annwilliamsgroup.com
DuneCraft	Sea Saurus Pirate & Fairy ID OP FP CR SC	3-12	\$9.99	800-306-4168	dunecraft.com
Game Night in a Can	Game Night in a Can AE CP GE SR GN	10-12	\$24.99	323-363-5050	gamenightinacan.com
Lulu Jr.	IlluStory - Create Your Own Book! CP AC BO ES	4-12	\$29.99	844-639-3309	lulujr.com
MasterPieces Puzzle	Works of Ahhh CH CO CP AC TY	6-12	\$14.99	520-741-1315	masterpiecesinc.com
MindWare	Conduct Dough Lights AE ES SA TC	5-12	\$34.95	800-999-0398	mindware.com
MindWare	Unbored: Time Capsule AE UN CP SA TC	8-12	\$29.95	800-999-0398	mindware.com
Serabeena	Sew Your Own Purses CP AC ES TY TR	4-8	\$14.99	+852-358-2681	serabeena.com
Smart Toys & Games	SmartGames Jump In BG ES PZ LA TR	7-12	\$14.99	800-542-6375	smarttoysandgames.com
Wacky Links	Wacky Links Connector Series CO CP ES SA TY	3-12	\$9.99	646-598-8210	wackylinks.com

BEST EDUCATIONAL

Company	Product Type	Age	Price	CustSrv#	www.
b. dazzle	Scramble Squares® Frogs Puzzle AE ES GE PZ	4-12	\$12.99	800-809-4242	b-dazzle.com
Bigjigs Toy	My First Fractions Puzzle AE CH ES MA SA	3-12	\$25.95	866-459-7829	bigjigstoys.us
DuneCraft	World Within A World CH CP SC GN	3-12	\$29.99	800-306-4168	dunecraft.com
Griddly Games	Just Add Glue CP AC ES SC SA	8-12	\$24.95	604-249-5020	griddlygames.com
LeapFrog	LeapStart™ Learning System CP ES MM EL	2-7	\$39.99	800-701-5327	leapfrog.com
Maple Landmark	Lift and Learn Puzzle, Solar System ES SC SA WT	3-7	\$23.20	800-421-4223	maplelandmark.com
Math for Love	Tiny Polka Dot CH MA SA CG	3-10	\$14.95	206-226-8869	mathforlove.com
MindWare	Dig It Up! Discoveries- Wild Animals AE ES SC TY	4-12	\$24.95	800-999-0398	mindware.com
OWI	Captain Roam-E-O AE HO CO GN SA	8-12	\$19.95	310-515-6800	owirobot.com
SmartLab Toys	Aftershock! Earthquake Lab AE CO GG SA SC	8-12	\$39.99	866-319-5900	smartlabtoys.com

BEST GAMES

Company	Product Type	Age	Price	CustSrv#	www.
Ann Williams	You Do GE CG	6-12	\$19.99	248-977-5831	annwilliamsgroup.com
Art's Ideas	Jenga® Ocean Game AE CH GE SR	8-12	\$49.95	310-424-4527	jengagiant.com
Art's Ideas	Jenga® PREMIUM Hardwood Game AE GE TY WT	12-12	\$79.95	310-424-4527	jengagiant.com
Art's Ideas	Jenga® Throw 'N Go!™ Hardwood Game AE CH GE BG	8-12	\$29.95	310-424-4527	jengagiant.com
Master Theorem	Snippets CP ES GE LA	12-12	\$24.99	646-397-8434	snippetsgame.com
Quirky Engine	Hoagie CH CP CG GE TY	5-12	\$17.50	801-544-8989	quirkyengine.com
RoosterFin	Ninja Squirrels CH BG CG GE UN	5-12	\$25.99	855-591-4263	roosterfin.com
Strictly Briks	Brik Buster AE CH CO GE TY	8-12	\$29.99	608-687-7572	strictlybriks.com
Tactic Games	Word Rush ES GE BG TY	3-12	\$19.99	216-288-0087	tactic.net
Wannaple	Animal Act ID FP CP ES LA BG CG	4-12	\$19.95	855-895-4290	wannaple.com

BEST SOCIALLY RESPONSIBLE

Company	Product Type	Age	Price	CustSrv#	www.
Boy Story	Boy Story Action Dolls FP UN SR CT TY	3-7	\$99.00	201-286-0722	boystory.com
Elly Lu	Norman Narwhal Plush Hawaiian Vaca. BO ES OR PL SR	0 mo-10	\$34.00	907-240-1129	ellyluorganics.com
Green Kids Club	African Bush Fire & Elephant ES BO SC SR GN	5-9	\$7.00	208-520-8353	greenkidsclub.com
Griddly Games	Rocket Lander MA SC SA GE BG	8-12	\$26.95	604-249-5020	griddlygames.com
LeapFrog	LeapFrog Academy™ AA EG ES SA	3-6	\$7.00	800-701-5327	leapfrog.com
Love Smart Cards	Love Smart Cards CG CT ES LA SR	7-12	\$47.00	415-779-5957	lovesmartcards.com
One World Play	One World Futbol AE SR CT TY UN	6-12	\$39.50	888-993-8826	oneworldplayproject.com
Quirky Engine	Trash War CH CP CG GE TY	10-12	\$17.50	801-544-8989	quirkyengine.com
Tactic Games	Some Bunny's Hiding CH ES GE BG TY	3-12	\$19.99	216-288-0087	tactic.net
Taste 'n' Tell	Discovering Fruit w/Holly Honeybee CH ES GE SR	1-5	\$24.00	44 7787 289499	tastentell.co.uk

BEST TECHNOLOGY

Company	Product Type	Age	Price	CustSrv#	www.
Eastcolight	Magic Instrument - Piano Set EL ML SA TC	8-12	\$28.92	852-2333-6688	eastcolight.com
EPIK Learning	HighQ Learning Tab 8" Kids Tablet ES GE MM TC TY	4-12	\$129.99	888-999-1244	epiklearning.com
Fibre-Craft	DabitZ CH AC AA UN	6-12	\$39.99	800-323-4316	fibrecraft.com
MGA/Little Tikes	Project Mc2 Pixel Purse CH SA AA AS	6-12	\$59.99	818-221-4326	mgae.com
NSI Int'l	Wubble Brite AE EQ UN CP TY	6-12	\$24.99	888-425-9113	nsi-intonline.com
Piper Inc	Piper Computer Kit CP ES SA TC EL	8-12	\$299.00	415-857-5021	buildpiper.com
Pixl Toys	Pixlplay Camera ES MA AA TC EL	3-12	\$24.94	415-992-1076	pixltoys.com
Spin Master	Luvabella CH FP ES LA EL	4-12	\$99.99	416-364-6002	spinmaster.com
Storey Pub.	Journal Sparks ID AC BO CP	10-12	\$16.95	800-827-7444	storey.com
Toyemail	Toyemail Talkies AE FP TC SW PL	3-8	\$59.99	888-723-5741	toyemail.co

BEST TOYS

Company	Product Type	Age	Price	CustSrv#	www.
Fibre-Craft	My Sistie FP UN TY DO PL	2-12	\$12.99	800-323-4316	fibrecraft.com
Folkmanis	Folkmanis® Monarch Life Cycle Puppet FP PL ES PU TY	3-12	\$39.99	800-654-8922	folkmanis.com
LeapFrog	Scoop & Learn Ice Cream Cart™ AE FP LA TY	2-10	\$39.99	800-701-5327	leapfrog.com
MGA/Little Tikes	Baby Born Interactive Doll CH FP TY DO	2-5	\$44.99	818-221-4326	mgae.com
OOZ&OZ	Morph-O-Scopes Sports of All Sorts Kit CP CP ES SA TY	5-12	\$24.99	888-750-3338	oozandoz.com
Rubbabu	Cleanupper the Dumptruck AE SR GN TR TS	3 mo-5	\$8.00	855-782-2228	rubbabu.com
Schoenhut Piano	18 Key Mini Grand CH ML	3-6	\$79.95	888-414-2739	toypiano.com
Science Wiz™	ScienceWiz Cells under a Microscope EQ ES SA IN	8-12	\$24.99	510-222-2638	sciencewiz.com
Tangle Creations	ZURU Tangle CH NO ES SA PZ	3-12	\$2.99	888-829-3808	tanglecreations.com
VTech	Go! Go! Smart Wheels® Race & Play AE CH ES TY	1-4	\$39.99	800-521-2010	vtechkids.com

BEST GIFTS

Company	Product Type	Age	Price	CustSrv#	www.
Green Kids Club	Pamnee and the Looking Pond <i>AE ES GN SR TY</i>	3-5	\$14.95	208-520-8353	greenkidsclub.com
Green Piñata	Green Piñata Toys <i>ES LA GE GR TY</i>	6 mo-5	\$24.99	781-375-7194	greenpinatatoys.com
Hunk-Ta-Bunk-Ta	Hunk-Ta-Bunk-Ta HITS <i>AE ES SA MM CE 10</i>	6 mo-10	\$10.00	303-298-7122	hunktabunkta.com
Linguacious	Around the Home Spanish Game <i>CG CT MM SR</i>	2-12	\$19.99	515-441-3921	linguacious.net
Lulu Jr.	My Comic Book <i>CP AC BO ES</i>	4-12	\$29.99	844-639-3309	lulujr.com
MasterPieces Puzzle	Tetris Brain Teasers <i>CO AC MA GE PZ</i>	6-12	\$14.99	520-741-1315	masterpiecesinc.com
Office Oxygen	SwingOs <i>CH NO TY</i>	5-12	\$595.00	800-296-2812	officeoxygen.com
P.F. Shaggy	Rule Crazy Starter Ed. <i>UN ES LA GE</i>	5-8	\$19.99	323-451-2425	rulecrazy.com
Quirky Engine	Eyeball Boxing <i>CH CP GE CG TY</i>	8-12	\$19.50	801-544-8989	quirkyengine.com
SmarTrike	smarTfold™ <i>AE EQ TY TR TS</i>	6 mo-3	\$99.99	855-768-7453	smartfold.net
Spin Master	PAW Patrol My Size Lookout Tower <i>CH FP TY</i>	3-12	\$99.99	416-364-6002	spinmaster.com
Spin Master	Rusty Rivets Rivet Lab Playset <i>CH ES LA TY</i>	3-12	\$39.99	416-364-6002	spinmaster.com
Star Kids Products	Snack & Play Travel Tray 2.0 <i>AE AS EQ CH TR</i>	2-12	\$24.99	303-887-9017	snackandplaytraveltray.com
Strictly Briks	AlphaBriks & MathBriks <i>ID CH CP ES TY</i>	3-12	\$24.99	608-687-7572	strictlybriks.com
Strictly Briks	Creatorz & The Cube <i>ID UN CO ES SA</i>	3-12	\$24.99	608-687-7572	strictlybriks.com
Tactic Games	Emojiito <i>ES LA GE BG TY</i>	8-12	\$14.99	216-288-0087	tactic.net
Taste 'n' Tell	Discovering Vegetable w/Veggie Vole <i>CH ES GE SR</i>	1-5	\$24.00	44 7787 289499	tastentell.co.uk
Tucker Toys	Disc Jock-e <i>AE CE ML TC TY 10</i>	6-12	\$24.99	609-438-9800	tuckertoys.com
Wacky Links	Outer Space Glow-in-the-Dark Series <i>CO CP ES TY</i>	3-12	\$9.99	646-598-8210	wackylinks.com
Wai Lana	Little Yogis™ Fun Songs <i>AE CP DV ML 10</i>	3-12	\$39.95	800-228-5145	wailana.com

KEY:

AA = APP	CT = Cultural	HO = Hobby	SA = STEM/STEAM
AC = Arts and Craft	DO = Doll	ID = Indoor Play	SC = Science
AE = Active	DV = DVD	IN = Internet	SR = Socially Responsible
AS = Accessories/Decorations/Furniture	EC = Eco-friendly	LA = Language	SW = Software
AT = Audio Tape	EG = Electronic Game	MA = Math	TC = Technology
BG = Board Game	EL = Electronic Product	ML = Musical	TR = Travel
BO = Book	EQ = Equipment	MM = Multimedia	TS = Transportation
CE = Children's Entertainment	ES = Educational Skills	NO = Novelty	TY = Toy
CG = Card Game	FP = Fantasy Play	OP = Outdoor Play	UN = Unique
CH = Children's Products	GE = Game	OR = Organic	WT = Wooden Toy
CO = Construction	GG = Geography	PL = Plush	
CP = Creative Product	GN = Green	PU = Puppet	
CR = Computer-Relate	HM = Hand-made	PZ = Puzzle	

“SMART” PLAY CATEGORY:

Active Products = 8	Creative Products = 7	Socially Responsible Products = 4
Best Gifts = 10	Educational Products = 2	Technology = 3
Building Toys = 9	Games = 5	Toys = 1