

PRESS RELEASE from



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TOYS FOR SMART PLAY: Dr. Toy's "Best Picks Children's Products for 2012" Award Report Now Available—More Smart Toys for Back to School, After-School and Holiday Gifts- Toys, Videos, Audio CDs, DVD's, Games, Books, Socially Responsible, High Tech, Active and Educational Products plus new cultural and green toys and other new, quality, developmentally appropriate educational items.

SAN FRANCISCO, CA. - "Dr. Toy's Best Picks Children's Products 2012" awards announced today is now available to parents, teachers and others in the online magazine, **Dr. Toy's Guide**, at <http://www.drtoy.com>.

"Dr. Toy's Best Picks Children's Products" Awards Program 2012 was developed by noted play and child development authority, Stevanne Auerbach, Ph.D. (a.k.a. Dr. Toy) as a service to consumers who desire to purchase safe, affordable, educationally oriented, stimulating new toys and products for children.

"As a childhood specialist for over 40 years," says Dr. Toy, Director of the Institute for Childhood Resources, founded in San Francisco in 1975, "I have seen the continuous, essential need for more year-round resources for consumers to identify and choose the most appropriate, safe and engaging learning and developmental products for all children."

Dr. Toy reports that in the years the innovative on-line magazine, **Dr. Toy's Guide** has been available "thousands of visitors daily from around the world have easily accessed information." The site was the first on-line resource to evaluate toys and children's products.

For more information, write to Dr. Toy, Institute for Childhood Resources
268 Bush Street, San Francisco, CA 94104
Website: <http://www.drtoy.com> E-mail: drtoy@drtoy.com

The report, “*Dr. Toy’s 100 Best Picks Children’s Products for 2012*”, is being released according to Dr. Toy to “encourage parents and teachers to focus on the value of play as essential to the learning process.”

She 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. Auerbach believes “parents and grandparents need help to gain a head start locating new, diversified products that children will enjoy while increasing skills, enhance instruction, and expand imagination.” The products balanced among large and small companies, 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 smart new toys 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 playing with, what is not used and what they need next in their development.” adds Dr. Toy.” **Dr. Toy’s Guide** offers excellent ideas for choosing new products for use in learning, after school play and the holidays ahead.”

“**Dr. Toy’s Best Picks** ” were carefully chosen as worthy of attention from among thousands that she has reviewed at toy fairs, catalogs, and through many other sources, and by using extensive criteria she has developed over many years. Among the criteria used are: *safety, age-appropriateness, design, durability, lasting play value, 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.*

Complete information about these smart toys and products are included in the full report (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-ROM's/High Tech Products, culturally relevant, green toys and more.**

Winning products are manufactured by new, small and large companies from around the world including: **ALEX, b. dazzle, B. toys by Battat, Creativity for Kids, DuneCraft, Edupress, Fashion Angels, Fisher-Price, GameWhys, Gamewright, Ganz, HABA, Hero Arts Rubber Stamps, Just Play, Klutz, LeapFrog, Learning Journey, littleBits Electronics, Maplelea Girls, MEGA Brands, MGA, Mudpuppy, Nukotoys, Our Generation by Battat, PAKA Preschool, Patch Products,**

Publications Intl, Razor USA, Rubbabu, Small World Toys, Smart Toys/Tangoes, SmartLab Toys, ThinkFun, University Games, VTech, WABA Fun, Whistlefritz, Wild Republic, World of EPI, Wowopolis, Zometool, and many others.

Dr. Toy's annual report includes company customer service numbers, web site URL, age range, price, and full description of each product and more. The award-winning, on-line 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 Best Vacation and Best Green products. At this time over 4,500 products are included plus links direct to companies, toy stores online, toy history, "Ask Dr. Toy" feature, parent resources and much more.

Dr. Auerbach is the only Ph.D. evaluating toys and children's products with extensive training, background and over 40 years of experience evaluating, writing and speaking about toys and children's products. Dr. Auerbach is trained in education, child psychology, child development, and special education. She is a parent educator, consultant, parent and grandparent.

Obtain an easy access free copy of "Dr. Toy's Best Picks Children's Products 2012" at www.drtoy.com Dr. Toys Guide.

Additional Points:

- **Dr. Toy's Guide** provides many useful sites and resources on play, toys and parenting.
- Dr. Toy presents newest products to parents and teachers around the world. Dr. Toy throughout the year writes, speaks and shares insights about the importance of learning through her book, Smart Play/Smart Toys. All toys are donated to the US Marines Toys for Tots, and presents product and guidance information at selected events and on line on www.drtoy.com and on other sites.
- Dr. Toy is the author of Dr. Toy's Smart Play/Smart Toys to provide useful tools to parents to enhance their child's P.Q (Play Quotient). The book, published in China, Croatia, Germany, Greece, India, Indonesia, Israel, Korea, Russia, Spain, Taiwan, Thailand, Turkey and the USA will soon be available in Egypt.
- Interviews with and about Dr. Toy have appeared in newspapers, magazines, radio and TV across the country, in Canada, Germany, Japan, Spain and around the world.

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Interviews regarding the book and/or the smart toys and products can be arranged with Greg Walsh 203- 216- 6101 Greg@walshpr.com. Full information on products on www.drtoy.com.

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Alphabetical Listing of Award Winning Companies



DR. TOY'S BEST PICKS FOR 2012

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

App#	Company	Product Type	Age	Price	CustServ#	www.
1.	ALEX	Duct Tape Tote <i>AC CP OT HM</i>	7-9	\$18.95	800-666-2539	alextoys.com
2.	ALEX	Paper Bag Monsters <i>AC CP OT HM</i>	3-5	\$11.95	800-666-2539	alextoys.com
3.	Allsaid & Dunn	Reading Game <i>CG ES GE</i>	4-7	\$24.95	858-412-3442	thereadinggame.com
4.	Artaform Creations	Emotes Rescue Quest <i>BG ES SR CT</i>	6-12	\$49.95	310-392-5555	emotes.com
5.	b. dazzle	Temple in Paradise Squares <i>CG CP ES PZ</i>	4-12	\$8.95	800-809-4242	b-dazzle.com
6.	B. toys by Battat	YouTurns by B. toys <i>GE TR TY</i>	1-5	\$19.99	866-665-5524	justb-byou.com
7.	BeeBop Books	Christmas Pumpkin <i>AC BO CP ES</i>	3-12	\$14.99	803-968-5334	beebobbooks.com
8.	Big Time Toys	Incredible Shrinky Dinks Maker <i>AC CP</i>	8-12	\$34.95	800-419-3810	bigtimetoys.com
9.	Capt.McFinn & Friends	Capt. McFinn & Friend <i>ES NO SR CT</i>	4-9	\$17.99	330-747-3661	captainmcfinn.com
10.	Creative Teaching	Buttons Interactive Reader <i>AT EL ES MM</i>	5-7	\$4.99	800-287-8879	creativeteaching.com
11.	Creativity for Kids	Glitter Nail Art <i>AC CP CS HO</i>	9-12	\$22.00	800-642-2288	creativityforkids.com
12.	Creativity for Kids	Sparkling Hair Accessory <i>AC CP CS HM</i>	5-12	\$20.00	800-642-2288	creativityforkids.com
13.	Curtlin Toys & Games	Katatu <i>AE BG CP ES OP</i>	5-12	\$19.95	301-980-0711	katatu.com
14.	Darice	Foamies® Party Platter <i>AC CP HO OT</i>	6-10	\$12.99	800-321-1494	darice.com
15.	Darice	Fuzzy Factory-Plushy Pets <i>AC CO CP TY</i>	6-10	\$14.99	800-321-1494	darice.com
16.	Darice	Marshmallow Clay-Dino Volcano <i>AC CO</i>	6-10	\$14.99	800-321-1494	darice.com
17.	Devrian Innovations	Pet Shop <i>BG ES NO UN</i>	3-12	\$6.99	908-810-1111	devrianinnovations.com
18.	Devrian Innovations	Puffer Finds the Circus! <i>BG ES NO UN</i>	3-12	\$16.95	908-810-1111	devrianinnovations.com
19.	Discover w/Dr. Cool	Learn How to Pan for Gold! <i>AE CP EQ ES</i>	6-12	\$19.95	855-437-2665	discoverwithdrcool.com
20.	DreamBox Learning	DreamBox Learning Math <i>ES MA</i>	5-10	\$12.95	508-872-3369	dreambox.com
21.	Dress Up America	Navy SEAL–Army Special Forces <i>AE CS ES</i>	2-5	\$29.99	866-943-7377	dressupamerica.com
22.	DuneCraft	Rainforest Cloud Garden <i>CP ES SR GN</i>	3-5	\$19.99	800-306-4168	dunecraft.com
23.	Edupress	Classwords Vocabulary Games <i>CG ES GE</i>	8-12	\$11.99	800-835-7978	edupress.com
24.	Edupress	Mathological Liar Games <i>CG ES GE MA</i>	8-12	\$11.99	800-835-7978	edupress.com
25.	Edupress	Sight Words Splat Games <i>CG ES GE</i>	5-8	\$12.99	800-835-7978	edupress.com
26.	Explorabilia®	Exploracise® Addition Football <i>AE ES GE</i>	5-7	\$22.50	877-503-9756	exploracise.com
27.	Fashion Angels	Color Rox Hair Chox <i>AC CP</i>	8-12	\$11.99	800-492-3237	fashionangels.com
28.	Fashion Angels	Feather Fashion Accessory Kit <i>AC CP</i>	8-12	\$11.99	800-492-3237	fashionangels.com
29.	Fashion Angels	Tapefitti Tote Kit <i>AC CP</i>	8-12	\$13.99	800-492-3237	fashionangels.com
30.	Fisher-Price	Fantastic Gymnastics Dora <i>AE DO TY</i>	3-12	\$49.99	212-445-8221	fisher-price.com
31.	Fisher-Price	Laugh & Learn Apttivity Monkey <i>MM PL</i>	6mo-12	\$29.99	212-445-8221	fisher-price.com
32.	Fisher-Price	Master Moves Mickey <i>AE TY</i>	2-12	\$69.99	212-445-8221	fisher-price.com
33.	Global Skin Health Strat.	Ziggy's Best Birthday <i>ES MM SR IN</i>	18mo-5	\$0.99	646-824-3000	globalskinhealthstrategies.com
34.	GameWhys	Humanity <i>CP ES GE SR CT</i>	9-12	\$20.00	415-533-6770	gamewhys.com
35.	GameWhys	Occupy Your Life <i>CP ES GE SR CT</i>	9-12	\$20.00	415-533-6770	gamewhys.com
36.	Gamewright	Take It or Leave It <i>BG GE</i>	8-12	\$19.99	800-638-7568	gamewright.com
37.	Ganz	Nakamas <i>OT SR IN CT</i>	5-12	\$15.00	800-724-5902	ganz.com
38.	Grandpa Beck's Games	Cover You're A\$sets® <i>CG ES GE MA</i>	8-12	\$11.99	206-498-1959	grandpabecksgames.com
39.	HABA	Color Fun Pegging Game <i>GE TY</i>	3-6	\$39.99	800-468-6873	habausa.com
40.	Heartland Consum.Prod.	Rodeo Rummy <i>ES GE OT MA</i>	8-12	\$17.99	216-712-4100	squashshooters.com
41.	Hero Arts Rubber Stamps	Ink 'n' Stamp Bugs <i>AC CP ES RS</i>	3-12	\$17.50	800-822-4376	heroarts.com
42.	Hero Arts Rubber Stamps	Ink 'n' Stamp Fun Stuff <i>AC CP ES RS</i>	3-12	\$17.50	800-822-4376	heroarts.com
43.	Hero Arts Rubber Stamps	Ink 'n' Stamp Happy Animals <i>AC CP RS</i>	3-12	\$17.50	800-822-4376	heroarts.com
44.	Jay at Play	CuddleUppets <i>AE PL PU TS</i>	3-6	\$19.99	888-481-9608	cuddleuppets.com
45.	Jesse James Games	Wangle <i>CG GE</i>	10-12	\$29.95	801-860-3690	jessejamesgames.com
46.	Juice Box	Juice Box Heroes CD <i>AT ML MM</i>	1-10	\$39.00	415-760-1555	juiceboxheroes.com
47.	Just Play	Bounce Bounce Tigger <i>PL</i>	3-12	\$39.99	800-317-3245	justplaytoys.com
48.	Just Play	Minnie's Flipping Fun Kitchen <i>TY</i>	3-12	\$79.99	800-317-3245	justplaytoys.com
49.	Just Play	"Time For Your Check-Up" Doll <i>DO ES</i>	3-12	\$39.99	800-317-3245	justplaytoys.com
50.	Klutz	Star Wars Folded Flyers <i>AE CP FP OP</i>	8-12	\$19.99	800-268-3848	klutz.com
51.	LeapFrog	LeapsterGS Explorer <i>EG ES SW VG</i>	4-9	\$69.99	800-701-5327	leapfrog.com
52.	LeapFrog	Tag Human Body Pack <i>ES TY</i>	4-8	\$19.99	800-701-5327	leapfrog.com
53.	LeapFrog	Touch Magic Rockin' Guitar <i>ES TR TY</i>	3-5	\$24.99	800-701-5327	leapfrog.com
54.	Learning Journey	Count & Learn ATM Machine <i>EG ES MA</i>	2-12	\$34.99	877-839-3969	thelearningjourney.com
55.	Learning Journey	Marble Mania Sidewinder <i>CO ES SC MA</i>	8-12	\$39.99	877-839-3969	thelearningjourney.com

For more information, write to Dr. Toy, Institute for Childhood Resources

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56.	Learning Journey	Puzzles in Motion-Click It! Dino <i>ES PZ TY</i>	3-12	\$12.99	877-839-3969	thelearningjourney.com
57.	littleBits Electronics	littleBits Holiday Kit <i>AC CO CP EL</i>	8-12	\$49.00	917-464-4577	littlebits.cc
58.	Maplelea Girls	Maplelea Girls <i>DO ES SR CT</i>	6-12	\$99.99	800-668-4339	maplelea.com
59.	Marshall Pub. & Promo.	Lots & Lots of Toy Trains <i>CD MM DV</i>	3-6	\$19.95	888-300-3455	marshallpub.com
60.	MEGA Brands	Lil' Princess Enchanted Castle <i>CO DH FP</i>	1-5	\$34.99	800-465-6342	megabrands.com
61.	MGA	Bratzillaz <i>CP CS DO FP</i>	7-10	\$19.99	800-222-4685	mgae.com
62.	MGA	Novi Stars <i>CP DO TY UN</i>	6-10	\$19.99	800-222-4685	mgae.com
63.	Mudpuppy	Mixed-Up Zoo Magnetic Set <i>ES OT SR TY</i>	6-10	\$7.50	800-670-7441	mudpuppy.com
64.	North Star Games	Wits & Wagers Party <i>BG</i>	8-12	\$29.99	301-493-4331	northstargames.com
65.	Nukotoys	Animal Planet Wildlands <i>EG ES SC IN</i>	3-8	\$1.99	888-685-6869	nukotoys.com
66.	Nukotoys	Monsterology <i>CG EG FP IN</i>	8-12	\$19.99	888-685-6869	nukotoys.com
67.	OgoSport	OgoBild Nexus <i>CO CP ES TY</i>	6-12	\$29.99	718-554-0777	ogospport.com
68.	Our Generation by Battat	Phoebe "From Hair to There" <i>DO TY</i>	3-12	\$29.99	866-665-5524	ogdolls.com
69.	PAKA Preschool	2 in 1 Talking Ball <i>EG ES GE ML</i>	6mo-3yr	\$31.60	852-21080808	kskids.com
70.	PAKA Preschool	CROCOLEARN Jumbo Set <i>EL ES ML TY</i>	3-9	\$220.00	852-21080808	kskids.com
71.	PAKA Preschool	K-Magic <i>EL ES ML TY</i>	0-6 yrs	\$199.00	852-21080808	kskids.com
72.	PAKA Preschool	Learn to talk wWayne & Julia <i>DO EL ES</i>	6mo-3yr	\$54.00	852-21080808	kskids.com
73.	Patch Products	Cluck 'N' Chuck <i>GE</i>	4-12	\$16.99	800-524-4263	patchproducts.com
74.	Pixel Ent.	Global Game Changers <i>EL SR IN CT</i>	4-12	\$16.99	502-457-2207	theglobalgamechangers.
75.	Plum	EduPlum <i>AE ES PZ SC</i>	12-12	\$14.95	215-909-7586	penduplum.com
76.	Plum	O'Plum STEM Swing <i>AE ES PZ SC</i>	12-12	\$39.95	215-909-7586	penduplum.com
77.	Publications Intl	Digital Music Player <i>EL ES ML MM</i>	24mo-8	\$12.95	800-595-8484	pubint.com
78.	Publications Intl	Me Reader <i>EL ES MM NO</i>	24mo-8	\$19.95	800-595-8484	pubint.com
79.	Razor USA	Pony Royale™ Dressing Carousel <i>DO FP</i>	3-12	\$29.99	866-467-2967	razor.com
80.	Razor USA	Pony Royale™ Princess Pony Collection <i>DO FP</i>	3-12	\$14.99	866-467-2967	razor.com
81.	Rubbabu	Charles the Airplane <i>OT SR TS TY UN GN HM</i>	6mo-6	\$19.95	855-782-2228	rubbabu.com
82.	Rubbabu	Little Vehicle Assortment B <i>SR TS TY GN</i>	6mo-6	\$55.60	855-782-2228	rubbabu.com
83.	Skyrocket Toys	Fuze Wheel Writer <i>AE CP EG OP</i>	8-12	\$19.99	305-788-6878	fuzebikefx.com
84.	Skyrocket Toys	Illumivor Mecha-Shark <i>AE CP EG UN</i>	6-12	\$89.99	305-788-6878	fuzebikefx.com
85.	Small World Toys	Chug-Along Steam Train <i>ES ML SC TS</i>	18mo-7	\$49.99	800-421-4153	smallworldtoys.com
86.	Small World Toys	Etch-A-Tag Engraver <i>AC CP EG ES</i>	9-12	\$24.99	800-421-4153	smallworldtoys.com
87.	Small World Toys	Musical Touch <i>AT EG EL ML MM OT SC</i>	3-12	\$24.99	800-421-4153	smallworldtoys.com
88.	Smart Toys/Tangoes	SmartMax Flower Palace <i>CP TY</i>	3-12	\$59.99	800-542-6375	smarttangoes.com
89.	SmartLab Toys	Amazing Squishy T.rex <i>CO ES NO SC</i>	7-12	\$27.99	866-319-5900	smartlabtoys.com
90.	SmartLab Toys	Wallscapes Flower Garden <i>AC CP ES NO</i>	7-12	\$19.99	866-319-5900	smartlabtoys.com
91.	SmartLab Toys	Weird & Wacky Contraption Lab <i>CO CP ES NO</i>	8-12	\$39.99	866-319-5900	smartlabtoys.com
92.	Smileypop	Eleminis <i>CG ES GE PZ</i>	7-12	\$9.99	850-629-8349	smileypop.net
93.	Storey Publishing	Show Me a Story <i>AC CP ES MM</i>	5-12	\$16.95	800-827-7444	storey.com
94.	ThinkFun	Roll & Play™ <i>CP ES GE PL</i>	18mo-3	\$19.99	703-549-4999	thinkfun.com
95.	ThinkFun	Un-Hinged <i>AE ES GE PZ</i>	8mo-12	\$14.99	703-549-4999	thinkfun.com
96.	University Games	Poppin Hoppies <i>AE BG GE</i>	5-12	\$24.98	800-347-4818	ugames.com
97.	VTech	Switch & Go Dinos™ <i>EL ES MM TY</i>	3-8	\$15.99	800-521-2010	vtechkids.com
98.	WABA Fun	Bubber Smart Shapes <i>AC CP ES NO</i>	3-15 mos	\$34.99	970-278-0468	wabafun.com
99.	Whistlefritz	Fritz's Party <i>ES ML DV CT</i>	2-7	\$19.99	866-944-7859	whistlefritz.com
100.	Wiggles 3D	Fingertips <i>ES GE TS TY</i>	3-12	\$9.99	866-801-4263	wiggles3d.com
101.	World of EPI	Diva Diana <i>CP DO SR CT</i>	6-8	\$20.00	619-392-1932	positivelyperfectdolls.com
102.	World of EPI	Diva Zair <i>CP DO SR CT</i>	6-8	\$20.00	619-392-1932	positivelyperfectdolls.com
103.	Wowopolis	Puzzle Match <i>ES GE</i>	3-7	\$14.99	888-840-7815	wowopolis.com
104.	X Plus Products	Commander-In-Chief <i>BG CO ES TY</i>	6-12	\$39.99	800-930-1814	xplusproducts.com
105.	Yogifinos	Vishnu's OHMazing™ Journeys <i>AE CP SR DV</i>	4-12	\$15.95	361-563-7448	yoginos.com
106.	Yvolution	Y Flicker <i>AE OP</i>	5-12	\$99.99	310-374-0606	yvolution.com
107.	Yvolution	Y Glider <i>AE OP</i>	2-5	\$59.99	310-374-0606	yvolution.com
108.	Zing Toys	ZeeBeez <i>AE NO OT TY</i>	6-12	\$2.99	877-503-9464	zingtoys.com
109.	Zometool	Creator 3 <i>CO CP ES SC</i>	6-12	\$149.00	888-966-3386	zometool.com
110.	Zometool	Ice Crystals and Stars <i>AC CO CP ES</i>	8-12	\$25.00	888-966-3386	zometool.com

KEY:

ac = arts and crafts
 ae = active
 at = audio tape
 bg = board game

bo = book
 cd = CD
 cg = card game
 co = construction

cp = creative product
 cs = costume, accessory
 ct = cultural
 dh = doll house

do = doll
 dv = DVD
 eg = electronic game
 el = electronic product

For more information, write to **Dr. Toy, Institute for Childhood Resources**
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2012 BEST PICKS by Application, 8/27/12

eq = equipment
es = educational skills
fp = fantasy play
ge = game
gn = green
hm = hand made
ho = hobby

in = internet
ma = math
ml = musical
mm = multimedia
no = novelty
op = outdoor play
ot = other

pl = plush
pu = puppet
pz = puzzle
rs = rubber stamp
sc = science
sr = socially responsible
sw = software

tr = travel
ts = transportation
ty = toy
un = unique
vg = video game

Key:

ac = arts and craft	dv = DVD	in = internet	sw = software
ae = active	eg = electronic game	ml = musical	tr = travel
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