

PRESS RELEASE from



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Media Contact: Greg Walsh

Walsh Public Relations

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

Dr. Toy Announces 100 Best Children's Products of 2010

Your Guide to Finding the Best Toys and Children's Products

An Opportunity to be of Service to Families and Schools

By Stevanne Auerbach, PhD/Dr. Toy™

SAN FRANCISCO, CA – (October 1, 2010) - As a natural, on-going 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 own 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 play and learning.

We make buying decisions based on lasting play value and product applicability to 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 choices we make. We often hear consumers describe their experience of making a purchase, but shortly after giving little Sally or Sammy the product it falls apart – a frustrating and expensive process. Products that do not meet safety standards can be dangerous and can cause harm to children. We want to avoid these problems and always strive for excellence. I spend a great deal of time reviewing a large quantity of products created by myriad manufacturers and designers. I make sure my selections match the 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 us to be wise consumers and to get extra lasting value. Certainly durable products, properly designed, and developmentally correct are worth the money. Children's positive reactions are worth the extra effort. I utilize a complicated set of objective and subjective criteria to evaluate toys and other products. Some questions to ask are:

- Is this product worth the price?
- Does it have lasting play value?
- Is it appropriate?
- Is it fun?
- Does it meet safety standards?

Dr. Toy is pleased to have the opportunity to share her years of play and toy experiences with consumers to assist them in the selection process. This timely report features information about 100 wonderful new toys and products from large and small companies. The toys and products selected meet my high standards for design, durability, price, quality, safety, and value.

Dr. Toy reminds parents and teachers, "Let's not forget that "play is children's work" and should be respected and understood by all adults. We should be thinking: "What products or "tools for play" can we obtain to provide wholesome experiences for children and provide plenty of positive play interactions."

Dr Toy's [*Smart Play/Smart Toys: How to Raise a Child with a High P.Q.*](#) (Play Quotient) was written for new parents, and others who care about children, and is available in toy, book stores or on line. Dr Toy invites consumers to take the time to describe play and product experiences and ask questions about toys and products.

Following are examples of award-winning toys and products and the companies that make them grouped in selected categories of "smart" play. You can find more products by assigned codes that designate types of products.

Active Play – Carrera (Police Chase), GeoPalz (Kids Pedometer), Hallmark Cards (Interactive Story Book/Buddy), Hap-Pal Music (Learning in Two Languages), Int'l Playthings (Shop'n Cart), Maranda Enterprises (Rollors), Monkey Business (E-Z Bat) ,MGA (Cozy Shopping Cart), Music Together (Family Favorites® 2), North American Bear, (Pet Doctor), One World Futbol Project (e World Futbol), Patch Products (3D Sneaky Singin' Sea Creatures), Rubbabu (2Skoolbus), Tangle Creations (Hairy Tangle Jr), Tot Talk (Let's Play Soccer Placemat).

Construction Play – Big Voorah Productions (Staccabees), Bloco Toys (Velociraptor & Pterosaur), Innovation First Labs (HEXBUG Nano Habitat Set), K'NEX (Light-Up Ferris Wheel), LEGO Systems (Minotaurus), WABA Fun (Superstructs Custom Kit), Yoshiritsu Co (LaQ Imaginal Hamacron).

Creativity & Art -- Center Enterprises (Paint & Clay Texture Rollers), Cra-Z-Art (Electra Doodle), Creativity for Kids (Create Your Own 3 Bitty Books), Eye Think (Strobotop LightPhase Animator), Fundamentally Kids® (My Wrap®), Giddy Up! (Fuzzoodles Fluffy Friends), Goldberger Co. (Zip-ity Princess), Hallmark Cards (Interactive Story Book/Buddy), Jade's ToyBox (Moody Foodie Mini Box), Spin Master (Moon Dough Barnyard),VELCRO KIDS® (Royal Princess Castle Playset), Wikki Stix (Wikki Stix for Rainy Day), Wooky Entertainment (Block Crayon).

Creativity & Music – Abligio Books (Best Multiplication Songs EVER!), ATP Electronics (Sesame Street Video USB), Explorabilia® (Exploracise® Gymathics), Hap-Pal Music (Learning in Two Languages), Juno Company (Day the Music Stopped), Little Pim (Spanish Deluxe Gift Set), Look Out World (New York Adventure Kit), Maestro Classics (Tortoise and the Hare CD), Music Together (Family Favorites® 2), PBS Home Video (Dinosaurs in the Snow), Rock 'N Learn (Phonics Vol. 1 & 2), Smithsonian Folkways (Sunny Day), TMT Global (Teach Me Tiger Value Pac), Whistlefritz (Cha, Cha, Cha).

Technology –ATP Electronics (Sesame Street Video USB), Cepia (ZhuZhu Pet Wild Bunch), Chicco (Magic Window Talking Farm), Eye Think (Strobotop Light Phase Animator), Ganz (Webkinz Jr.), GoLearn Toys (TimeBuddy), Hallmark Cards (Interactive Story Book/Buddy), Inspiration Software (Kidspiration 3), Learning Journey (ABC Melody Maker), Publications Int'l (Record a Story), WowWee (Paper Jamz).

Language/Learning/Math & Reading Readiness -- Brainy Baby (Natura Nativa Learning), MediaBright Spots Games (Feelings in the Wild-Bingo), Bright Starts (Activi-Tree), Creativity for Kids (Create Own 3 Bitty Books), Discovery Toys (Story Stacker), Fun & Function (Guess What I Feel?), GoLearn Toys (TimeBuddy), Grasshopper Kits (Grasshopper Preschool Prep Kit), HABA (Domino Zippy Scooters), Hap-Pal Music (Learning in Two Languages), Playmates Toys, Inc. (Hearts for Hearts Girls), Jade's ToyBox (Moody Foodie Mini Box), Learning Journey (ABC Melody Maker), Learning Resources (Gingerbread Shape Sorter), Little Pim (Spanish Deluxe Gift Set), North American Bear (Pet Doctor), Paradigm Devices (Word Wheels), PBS Home Video (Dinosaurs in the Snow), Pearson (Stay-on-Track Packs), Plushy Feely (Kimochis-Toys w/Feelings Inside®), Publications Intl (Record a Story), Rock 'N Learn (Phonics Vol. 1 & 2), Rubbabu (2Skoolbus), Sandvik Innovations (Jump into Numbers), Schoenhut Piano (Dog Piano), Smart Play (Easy Translator), Teach My Toddler (Teach My Preschooler) Tier Toys (Animal Stackers Barn Yard) Tot Talk (Let's Play Soccer Placemat) Twisterz Toys (Alphabet Matcher), Whistlefritz (Cha, Cha, Cha) Wild Republic (Audubon Birds – Babies).

Puzzles & Logical Thinking Games – b. dazzle (Dragonflies Scramble Squares®), Idea Storm Products (Yamodo! Good to Go! Themes), Wonder Chess (WonderElla), Griddly Games (Chronicles of the Mind), Purrfect Games & Puzzles (Architectural Collection), Patch Products (3D Sneaky Singin' Sea Creatures), Gorgeous Products (Boikido Geometric Stacking Puzzle).

Social & Dramatic Play –ALEX (Talk of the Farm), Cepia (ZhuZhu Pet Wild Bunch), Corolle Dolls (Lou), Dandelion (Organic Toddler Doll), Discovery Toys (Story Stacker), Dream Big Toy Co (Go! Go! Sports Girls), Gamewright (Sounds Like a Plan), Goldberger Co. (Zip-ity Princess), Hallmark Cards (Interactive Story Book/Buddy), Playmates Toys, Inc. (Hearts for Hearts Girls), Int'l Playthings (Shop'n Cart), Jade's ToyBox (Moody Foodie Mini Box), LEGO Systems (Minotaurus), Little Pim (Spanish Deluxe Gift Set), North American Bear (Pet Doctor), Plushy Feely (Kimochis-Toys w/Feelings Inside®), Rubbabu (2Skoolbus), Safari (Fairy Fantasy Tea Set), Tier Toys (Animal Stackers Barn Yard), Velcro Kids® (Royal Princess Castle Playset), Wild Republic (Audubon Birds – Babies), WowToyz (Deluxe Classic Train Set).

Socially Responsible Products – Gestalt Institute of New Orleans (T'was the Night Before the Storm), Brainy Baby (Natura Nativa Learning Media), Bright Spots Games (Feelings in the Wild-Bingo), Corolle Dolls (Lou), Dandelion (Organic Toddler Doll), Dream Big Toy (Go! Go! Sports Girls), Free Spirit Pub. (Going Blue), Gorgeous Products (Boikido Geometric Stacking Puzzle), HABA (Domino Zippy Scooters), Playmates Toys, Inc. (Hearts for Hearts Girls), Jade's ToyBox (Moody Foodie Mini Box), Kabongo (GoGo Kabongo), North American Bear (Pet Doctor), One World Futbol Project (One World Futbol), Plushy Feely (Kimochis-Toys w/Feelings Inside®), Publications Intl (Record a Story), Rubbabu (2Skoolbus), Stickey Cup (Stickey Cup), Tier Toys (Animal Stackers Barn Yard).

Ten Best Toys – ALEX (Talk of the Farm), Bloco Toys (Velociraptor & Pterosaur), Bright Starts (Activi-Tree), Discovery Toys (Story Stacker), Goldberger Co. (Zip-ity Princess), MGA (Cozy Shopping Cart), Monkey Business (E-Z Bat), Rubbabu (2Skoolbus), Schoenhut Piano (Dog Piano), WowToyz (Deluxe Classic Train Set).

And many more wonderful smart toys and children's products

Interviews regarding the recommended best smart toys and play products can be arranged through Walsh Public Relations at 203-292-6280 or by e-mail to greg@walshpr.com.

Alphabetical Listing of Award Winning Companies

DR. TOY'S 100 BEST CHILDREN'S PRODUCTS FOR 2010

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

#	Company	Product Type Rank	Age	Price	CustSrv#	Website
1.	Abligio Books	Best Multiplication Songs EVER! <i>CD ES ML 2</i>	6-12	\$14.95	480-272-6063	abligio.com
2.	ALEX	Talk of the Farm <i>EG ES FP 1</i>	18-36 mo	\$47.99	800-666-2539	alextoys.com
3.	ATP Electronics	Sesame Street Video USB <i>ES NO SW DV 3</i>	3-5	\$24.99	877-287-6900	sesamestreetusb.com
4.	b. dazzle	Dragonflies Scramble Squares® <i>BG ES PZ 2</i>	4-12	\$8.95	800-809-4242	b-dazzle.com
5.	Big Voorah Prod.	Staccabees <i>AE CO ES TR TY 5</i>	6-12	\$19.95	480-442-9799	staccabees.com
6.	Bloco Toys	Velociraptor & Pterosaur <i>CO CP PZ 1</i>	5-10	\$19.99	514-940-8410	blocotoys.com
7.	Blue Orange Games	Spot It! <i>CG ES TR 5</i>	7-12	\$11.99	415-252-0372	blueorangegames.com
8.	Brainy Baby	Natura Nativa Learn. Media <i>CG ES SC SR GN</i>	3-9	\$12.99	678-762-1100	brainybaby.com
9.	Bright Spots Games	Feelings in the Wild-Bingo <i>ES SR 5</i>	5-8	\$28.00	888-301-8880	brightspotsgames.com
10.	Bright Starts	Activi-Tree <i>ES OP TR TS TY 1</i>	3 mos-2	\$11.99	800-230-8190	brightstarts.com
11.	Carrera	Police Chase <i>AE ES HO TY 8</i>	8-12	\$69.99	609-409-8510	carrera-toys.com
12.	Center Enterprises	Paint & Clay Texture Rollers <i>AC ES</i>	3-12	\$15.99	800-542-2214	centerenterprises.com
13.	Cepia	ZhuZhu Pet Wild Bunch <i>AE DO FP PL TY 3</i>	4-12	\$9.99	314-725-4978	cepiallc.com
14.	Chicco	Magic Window Talking Farm <i>ML TY 3</i>	12 mo-4	\$49.99	877-424-4226	chiccousa.com
15.	Corolle Dolls	Lou <i>DO FP SR TR 4</i>	3-5	\$64.95	800-668-4846	corolle.com
16.	Cra-Z-Art	Electra Doodle <i>AC CP TR TY</i>	5-9	\$29.99	800-272-9278	cra-z-art.com
17.	Creativity for Kids	Create Own 3 Bitty Books <i>AC BO CP ES</i>	4-9	\$9.99	800-311-8684	creativityforkids.com
18.	Dandelion	Organic Toddler Doll <i>DO FP PL SR TY GN 4</i>	6-36 mo	\$24.99	888-222-3053	dandelionforbaby.com
19.	Discovery Bay Games	Call-It! <i>BG CG TR 6</i>	8-12	\$14.95	888-385-2498	discoverybaygames.com
20.	Discovery Toys	Story Stacker <i>ES FP TY 1</i>	12 mo-3	\$20.00	800-341-8697	discoverytoys.com
21.	Dream Big Toy Co	Go! Go! Sports Girls <i>AE CP DO ES PL SR 4</i>	3-12	\$19.99	877-351-1031	gogosportsgirls.com
22.	Exploramania®	Exploracise® Gymathtics <i>AE ES DV 8</i>	6-8	\$24.99	877-503-9756	exploracise.com
23.	Eye Think	Strobotop LightPhase Animator <i>AC CP SC 3</i>	6-12	\$24.95	781-788-9300	eyethinkinc.com
24.	Flying Pig Games	Jukem Football <i>CG ES TR</i>	7-12	\$14.99	513-259-8514	jukemfootball.com
25.	Free Spirit Pub.	Going Blue <i>BO SR GN 4</i>	11-12	\$14.99	800-735-7323	freespirit.com
26.	Fun & Function	Guess What I Feel? <i>AC BG CP ES</i>	5-12	\$29.99	800-231-8329	funandfunction.com
27.	Fundamentally Kids	My Wrap® <i>AC CP TY</i>	3-11	\$19.99	847-615-8161	createmywrap.com
28.	Funrise Toys	Tonka Strong Arm Fire Engine <i>TS TY 8</i>	3-10	\$24.99	800-882-3808	funrise.com
29.	Gamewright	Sounds Like a Plan <i>BG ES 5</i>	10-12	\$19.99	800-638-7568	gamewright.com
30.	Ganz	Webkinz Jr. <i>ES PL TY</i>	3-6	\$17.00	800-724-5902	ganz.com
31.	GeoPalz	Kids Pedometer <i>AE OP TY 8</i>	5-12	\$19.99	877-546-4803	geopalz.com
32.	Gestalt Institute	T'was the Night Before the Storm <i>BO CD 4</i>	5-10	\$15.00	800-786-1065	gestaltinstitutepress.com
33.	Giddy Up!	Fuzzoodles Fluffy Friends <i>CP TY 7</i>	5-12	\$14.99	734-302-4444	giddyup.com
34.	Goldberger Co.	Zip-ity Princess <i>CP DO ES PL TY 1</i>	1-5	\$12.99	212-924-1194	goldbergertoy.com
35.	GoLearn Toys	TimeBuddy <i>EL ES 3</i>	3-7	\$34.99	800-779-6206	golearntoys.com
36.	Gorgeous Products	Boikido Geometric Stackg Puzzle <i>ES PZ SR</i>	24-36 mo	\$24.99	847-984-6158	boikido.com
37.	Grasshopper Kits	Grasshopper Preschool Prep Kit <i>AC ES TY 2</i>	3-5	\$49.95	888-798-0013	grasshopperkits.com
38.	Green Toys	Fire Truck <i>TS GN 4</i>	1-7	\$24.95	949-292-1331	greentoys.com
39.	Griddly Games	Chronicles of the Mind <i>BG CP ES TR 5</i>	10-12	\$12.99	604-249-5020	griddlygames.com
40.	HABA	Domino Zippy Scooters <i>ES SR TY GN 5</i>	2-4	\$30.00	800-468-6873	habausa.com
41.	Hallmark Cards	Interactive Story Book <i>AE BO CP PL SW 3</i>	3-8	\$24.95	800-425-5627	hallmark.com
42.	Hap-Pal Music	Learning in Two Languages <i>AE CD ES ML 2</i>	3-5	\$14.95	818-794-9427	happalmer.com
43.	Idea Storm Products	Yamodo! Good to Go! Themes <i>BG CP ES TR</i>	8-12	\$9.95	443-255-4792	yamodo.com
44.	Innovation First Labs	HEXBUG Nano Habitat <i>CO CP ES SC TR 7</i>	3-12	\$29.99	903-453-0800	hexbug.com
45.	Inspiration Software	Kidspiration 3 <i>CP ES SW 3</i>	5-12	\$69.00	800-877-4292	inspiration.com
46.	Int'l Playthings	Shop'n Cart <i>AE CP DO FP 8</i>	3-12	\$34.99	800-445-8347	intplay.com
47.	Jade's ToyBox	Moody Foodie Mini Box <i>AC BG CS ES SR 4</i>	3-6	\$49.00	212-343-8881	jadestoybox.com
48.	Juno Company	Day the Music Stopped <i>DV 6</i>	3-5	\$17.99	415-820-5112	junobaby.com
49.	Kabongo	GoGo Kabongo <i>ES GE SR 5</i>	4-7	\$7.95	866-420-9149	kabongo.com
50.	KaZAM Bikes	KaZAM <i>AE OP TS</i>	2.5-5.5	\$99.95	757-339-3261	kazambikes.com
51.	K'NEX	Light-Up Ferris Wheel <i>CO CP TY 8</i>	9-12	\$49.99	800-543-5639	knex.com
52.	Learning Journey	ABC Melody Maker <i>EG ES ML TY 3</i>	3-6	\$24.99	877-839-3969	thelearningjourney.com
53.	Learning Resources	Gingerbread Shape Sorter <i>ES TY 2</i>	2-3	\$18.99	800-333-8281	learningresources.com
54.	LEGO Systems	Minotaurus <i>BG CO CP FP NO TR 7</i>	7-12	\$24.99	860-749-2291	lego.com
55.	Little Pim	Spanish Deluxe Gift Set <i>CD ES NO PL DV 6</i>	0-5	\$84.95	212-675-1352	littlepim.com
56.	Look Out World	New York Adventure Kit <i>BO TR DV 6</i>	2-5	\$19.95	201-266-6992	lookoutworldherecome.com
57.	Maestro Classics	Tortoise and the Hare <i>CD AT CD 6</i>	5-12	\$16.98	888-540-2811	maestroclassics.com
58.	Maranda Enterprises	Rollors <i>AE EQ OP TY 8</i>	4-12	\$29.99	877-287-8782	marandaenterprises.com

59.	MGA	Cozy Shopping Cart <i>AE OP TS TY 1</i>	18-36 mo	\$34.99	818-894-2525	mgae.com
60.	Monkey Business Sports	E-Z Bat <i>EQ OP TY 1</i>	3-12	\$15.99	503-242-1283	monkeybusinesssports.com
61.	Music Together	Family Favorites <i>AE CD CP ML TR 6</i>	0-7	\$14.95	800-728-2692	musictogether.com
62.	No. American Bear	Pet Doctor <i>AE DO ES FP PL SR TY 4</i>	2-5	\$35.00	773-247-9860	nabear.com
63.	NSI Int'l	Oglo Sports Super Basketball <i>AE TY 8</i>	6-12	\$19.99	888-425-9113	nsi-int.com
64.	One World Futbol Proj.	One World Futbol <i>AE EQ OP SR TY 8</i>	2-12	\$40.00	888-993-8826	oneworldfutbol.com
65.	Paradigm Devices	Word Wheels <i>BO CP ES NO PZ SC TR</i>	4-12	\$7.99	509-280-7975	word-wheels.com
66.	Patch Products	3D Sneaky Singin' Sea Creatures <i>AE ES PZ 2</i>	3-7	\$14.99	800-524-4263	patchproducts.com
67.	PBS Home Video	Dinosaurs in the Snow <i>CP ES SC DV 6</i>	3-6	\$14.99	323-956-5000	shoppbs.org
68.	Pearson	Stay-on-Track Packs <i>BO ES 2</i>	5-12	\$46.67	800-848-9500	pearsonschool.com
69.	Playmates Toys Inc.	Hearts for Hearts Girls <i>DO ES FP SR 4</i>	6-10	\$29.99	608-767-1102	heartsforheartsgirls.com
70.	Plushy Feely	Kimochis-Toys w/Feelings Inside <i>ES PL SR 4</i>	3-8	\$25.00	415-454-4600	kimochis.com
71.	Pressman Toy	Animal Mastermind Towers <i>BG 5</i>	6-9	\$15.00	800-800-0298	pressmantoy.com;
72.	Publications Intl	Record a Story <i>BO CP ES SR TR 3</i>	18 mo-7	\$19.99	800-595-8484	pilbooks.com
73.	Purrfect Games	Architectural Collection <i>CO ES HO PZ</i>	12-12	\$15.95	615-491-5466	purrfectpuzzles.com
74.	Rock 'N Learn	Phonics Vol. 1 & 2 <i>ES DV 6</i>	6-12	\$19.99	800-348-8445	rocknlearn.com
75.	Rubbabu	2Skoolbus <i>AE ES FP SR GN 1</i>	6 mo-5	\$19.95	888-720-3919	rubbabu.com
76.	Safari	Fairy Fantasy Tea Set <i>DH DO FP HO 7</i>	3-12	\$19.99	800-554-5414	safarilt.com
77.	Sandvik Innovations	Jump into Numbers <i>BO ES 2</i>	3-4	\$10.99	610-975-3582	sandvikinnovations.com
78.	Schoenhut Piano	Dog Piano <i>CP ES FP ML TY 1</i>	3-9	\$105.00	888-414-2739	toypiano.com
79.	Smart Play	Easy Translator <i>ES TR TY</i>	3-8	\$14.99	888-946-4364	smartplay.us
80.	Smithsonian Folkways	Sunny Day <i>CD CP ML NO TR 6</i>	0-12	\$11.98	888-365-5929	folkways.si.edu
81.	Spin Master	Moon Dough Barnyard <i>AC CO CP TY 7</i>	2-4	\$19.99	800-622-8339	spinmaster.com
82.	Stickey Cup	Stickey Cup <i>AE EQ SR</i>	0-12	\$6.95	281-744-5465	stickeycup.com
83.	Tangle Creations	Hairy Tangle Jr <i>AE CP EQ FP TR TY</i>	3-12	\$6.99	888-829-3808	tanglecreations.com
84.	Teach My Toddler	Teach My Preschooler <i>ES</i>	3-5	\$49.99	416-488-7076	teachmy.com
85.	Tier Toys	Animal Stackers Barn Yard <i>ES FP PZ SR 2</i>	3-7	\$29.99	770-733-1863	tiertoy.com
86.	TMT Global	Teach Me Tiger <i>AE BO CD ML NO TR TS</i>	2-6	\$19.99	561-839-7338	teachmetiger.com
87.	Tot Talk	Let's Play Soccer Placemat <i>AC AE ES NO UP</i>	3-8	\$4.99	800-380-3913	tottalk.com
88.	Twisterz Toys	Alphabet Matcher <i>CP ES TY</i>	3-5	\$18.99	415-295-4648	twisterzoys.com
89.	VELCRO KIDS®	Royal Princess Castle <i>AC AE CP DH FP 7</i>	3-8	\$29.99	800-683-5276	velcrokids.com
90.	Volcano Video Prod	Volcanic Disaster <i>CG SC 5</i>	9-12	\$15.99	888-458-7538	volcanicdisastergame.com
91.	WABA Fun	Superstructs Custom Kit <i>CO CP ES TY 7</i>	3-10	\$10.00	970-278-0468	superstructs.com
92.	Whistlefritz	Cha, Cha, Cha <i>CD ES ML 6</i>	1-12	\$14.99	866-944-7859	whistlefritz.com
93.	Wikki Stix	Wikki Stix for Rainy Day <i>AE CP TR 7</i>	5-12	\$14.95	800-869-4554	wikkistix.com
94.	Wild Creations	Strength Ball <i>AE OP SC TY 8</i>	7-12	\$15.99	843-448-8880	wildcreations.com
95.	Wild Republic	Audubon Birds - Babies <i>ES NO PL SC 2</i>	3-12	\$7.99	800-800-9678	wildrepublic.com
96.	Wonder Chess	WonderElla <i>ES TR TS 5</i>	3-6	\$19.99	800-725-2890	wonderchess.com
97.	Wooky Ent.	Block Crayon <i>AC CO ES TY 7</i>	1-4	\$16.99	877-966-5905	blockcrayon.com
98.	WowToyz	Deluxe Classic Train Set <i>FP HO TS TY 1</i>	3-8	\$19.95	800-350-1007	wowtoyz.com
99.	WowWee	Paper Jamz <i>TY 3</i>	8-12	\$24.99	800-310-3033	wowwee.com
100.	Yoshiritsu Co	LaQ Imaginal Hamacron <i>AC CO CP 7</i>	5-12	\$84.99	972-436-3867	robororium.com

RANK:

- 1 = Top 10 Best Toys
- 2 = Top 10 Educational Products
- 3 = Top 10 High Tech Products
- 4 = Top 10 Socially Responsible Products

- 5 = Top 10 Games
- 6 = Top 10 Best Audio/Video Tapes/CDs/DVDs
- 7 = Top 10 Best Creative Products
- 8 = Top 10 Best Active Products

KEY:

- ac = arts & craft
- ae = active
- at = audio tape
- bg = board game
- bo = book
- cd = CD
- cg = card game

co = construction
cp = creative
cs = costume or accessories
do = doll
dh = dollhouse
dv = DVD
eg = electronic game
el = electronic product
eq = equipment
es = educational skills
fp = fantasy play
ge = game
gn = green
ho = hobby
ml = musical
no = novelty
op = outdoor play
pl = plush
pz = puzzle
sc = science
sr = socially responsible
sw = software
tr = travel product
ts = transportation
ty = toy

DR. TOY'S 100 BEST CHILDREN'S PRODUCTS FOR 2010

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

1. 10 BEST TOYS

Company	Product Type	Age	Price	CustSrv#	Website
ALEX	Talk of the Farm <i>EG ES FP</i>	18-36 mos	\$47.99	800-666-2539	alextoys.com
Bloco Toys	Velociraptor & Pterosaur <i>CO CP PZ</i>	5-10	\$19.99	514-940-8410	blocotoys.com
Bright Starts	Activi-Tree <i>ES OP TR TS TY</i>	3 mos-2 yrs	\$11.99	800-230-8190	brightstarts.com
Discovery Toys	Story Stacker <i>ES FP TY</i>	12 mos-3	\$20.00	800-341-8697	discoverytoys.com
Goldberger Co.	Zip-ity Princess <i>CP DO ES PL TY</i>	1-5	\$12.99	212-924-1194	goldbergertoy.com
MGA	Cozy Shopping Cart <i>AE OP TS TY</i>	18-36 mos	\$34.99	818-894-2525	mgae.com
Monkey Business	E-Z Bat <i>EQ OP TY</i>	3-12	\$15.99	503-242-1283	monkeybusinesssports.com
Rubbabu	2Skoolbus <i>AE ES FP SR GN</i>	6 mos-5 yrs	\$19.95	888-720-3919	rubbabu.com
Schoenhut Piano	Dog Piano <i>CP ES FP ML TY</i>	3-9	\$105.00	888-414-2739	toypiano.com
WowToyz	Deluxe Classic Train Set <i>FP HO TS TY</i>	3-8	\$19.95	800-350-1007	wowtoyz.com

2. 10 BEST EDUCATIONAL PRODUCTS

Company	Product Type	Age	Price	CustSrv#	Website
Abligio Books	Best Multiplication Songs EVER! <i>AE CD ES ML</i>	6-12	\$14.95	480-272-6063	abligio.com
b. dazzle	Dragonflies Scramble Squares® <i>BG CG ES PZ</i>	4-12	\$8.95	800-809-4242	b-dazzle.com
Grasshopper Kits	Grasshopper Preschool Prep Kit <i>AC ES TY</i>	3-5	\$49.95	888-798-0013	grasshopperkits.com
Hap-Pal Music	Learning in Two Languages <i>AE CD ES ML</i>	3-5	\$14.95	818-794-9427	happalmer.com
Learning Resources	Gingerbread Shape Sorter <i>ES TY</i>	2-3	\$18.99	800-333-8281	learningresources.com
Patch Products	3D Sneaky Singin' Sea Creatures <i>AE CP ES PZ</i>	3-7	\$14.99	800-524-4263	patchproducts.com
Pearson	Stay-on-Track Packs <i>BO ES</i>	5-12	\$46.67	800-848-9500	pearsonschool.com
Sandvik Innovations	Jump into Numbers <i>BO ES</i>	3-4	\$10.99	610-975-3582	sandvikinnovations.com
Tier Toys	Animal Stackers Barn Yard <i>ES FP PZ SR TY</i>	3-7	\$29.99	770-733-1863	tiertoy.com
Wild Republic	Audubon Birds - Babies <i>ES HO NO PL SC TY</i>	3-12	\$7.99	800-800-9678	wildrepublic.com

3. 10 BEST HIGH TECH PRODUCTS

Company	Product Type	Age	Price	CustSrv#	Website
ATP Electronics	Sesame Street Video USB <i>ES NO SW DV 3</i>	3-5	\$24.99	877-287-6900	sesamestreetusb.com
Cepia	ZhuZhu Pet Wild Bunch <i>AE DO FP PL TY</i>	4-12	\$9.99	314-725-4978	cepiallc.com
Chicco	Magic Window Talking Farm <i>ML TY</i>	12 mos-4	\$49.99	877-424-4226	chiccousa.com
Eye Think	Strobotop LightPhase Animator <i>AC CP SC</i>	6-12	\$24.95	781-788-9300	eyethinkinc.com
GoLearn Toys	TimeBuddy <i>EL ES</i>	3-7	\$34.99	800-779-6206	golearntoys.com
Hallmark Cards	Interactive Story Book/Buddy <i>BO CP PL SW</i>	3-8	\$24.95	800-425-5627	hallmark.com
Inspiration Software	Kidspiration 3 <i>CP ES SW</i>	5-12	\$69.00	800-877-4292	inspiration.com
Learning Journey	ABC Melody Maker <i>EG ES ML TY</i>	3-6	\$24.99	877-839-3969	thelearningjourney.com
Publications Intl	Record a Story <i>BO CP ES SR TR</i>	18 mos-7	\$19.99	800-595-8484	pilbooks.com
WowWee	Paper Jamz <i>TY</i>	8-12	\$24.99	800-310-3033	wowwee.com

4. 10 BEST SOCIALLY RESPONSIBLE PRODUCTS

Company	Product Type	Age	Price	CustSrv#	Website
Corolle Dolls	Lou <i>DO FP SR TR</i>	3-5	\$64.95	800-668-4846	corolle.com
Dandelion	Organic Toddler Doll <i>DO FP PL SR GN</i>	6-36 mos	\$24.99	888-222-3053	dandelionforbaby.com
Dream Big Toy Co	Go! Go! Sports Girls <i>AE CP DO ES PL SR TY</i>	3-12	\$19.99	877-351-1031	gogosportsgirls.com
Free Spirit Pub.	Going Blue <i>BO SR GN</i>	11-12	\$14.99	800-735-7323	freespirit.com
Gestalt Institute	T'was the Night Before the Storm <i>BO CD</i>	5-10	\$15.00	800-786-1065	gestaltinstitutepress.com
Green Toys	Fire Truck <i>TS GN</i>	1-7	\$24.95	949-292-1331	greentoys.com
Playmates Toys Inc.	Hearts for Hearts Girls <i>DO ES FP SR TY</i>	6-10	\$29.99	608-767-1102	heartsforheartsgirls.com
Jade's ToyBox	Moody Foodie Mini Box <i>AC BG BO FP SR GN</i>	3-6	\$49.00	212-343-8881	jadestoybox.com
No. American Bear	Pet Doctor <i>AE DO ES FP PL SR TY</i>	2-5	\$35.00	773-247-9860	nabear.com

Plushy Feely	Kimochis-Toys w/Feelings <i>ES PL SR</i>	3-8	\$25.00	415-454-4600	kimochis.com
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5. 10 BEST GAMES

Company	Product Type	Age	Price	CustSrv#	Website
Big Voorah Prod.	Staccabees <i>AE CO ES TR TY</i>	6-12	\$19.95	480-442-9799	staccabees.com
Blue Orange Games	Spot It! <i>CG ES TR</i>	7-12	\$11.99	415-252-0372	blueorangegames.com
Bright Spots Games	Feelings in the Wild-Bingo <i>ES SR</i>	5-8	\$28.00	888-301-8880	brightspotsgames.com
Gamewright	Sounds Like a Plan <i>BG ES</i>	10-12	\$19.99	800-638-7568	gamewright.com
Griddly Games	Chronicles of the Mind <i>BG CP ES TR</i>	10-12	\$12.99	604-249-5020	griddlygames.com
HABA	Domino Zippy Scooters <i>ES SR TY GN</i>	2-4	\$30.00	800-468-6873	habausa.com
Kabongo	GoGo Kabongo <i>ES GE SR</i>	4-7	\$7.95	866-420-9149	kabongo.com
Pressman Toy	Animal Mastermind Towers <i>BG</i>	6-9	\$15.00	800-800-0298	pressmantoy.com;
Volcano Video Prod.	Volcanic Disaster <i>CG SC</i>	9-12	\$15.99	888-458-7538	volcanicdisastergame.com
Wonder Chess	WonderElla <i>ES TR TS</i>	3-6	\$19.99	800-725-2890	wonderchess.com

6. 10 BEST AUDIO/VISUALS

Company	Product Type	Age	Price	CustSrv#	Website
Discovery Bay Games	Call-It! <i>BG CG TR</i>	8-12	\$14.95	888-385-2498	discoverybaygames.com
Juno Company	Day the Music Stopped <i>DV</i>	3-5	\$17.99	415-820-5112	junobaby.com
Little Pim	Spanish Deluxe Gift Set <i>CD ES NO PL DV</i>	0-5	\$84.95	212-675-1352	littlepim.com
Look Out World	New York Adventure Kit <i>BO TR DV</i>	2-5	\$19.95	201-266-6992	lookoutworldhereicome.com
Maestro Classics	Tortoise and the Hare <i>CD AT CD</i>	5-12	\$16.98	888-540-2811	maestroclassics.com
Music Together	Family Favorites® 2 <i>AE CD CP ML TR</i>	0-7	\$14.95	800-728-2692	musictogether.com
PBS Home Video	Dinosaurs in the Snow <i>CP ES SC TR DV</i>	3-6	\$14.99	323-956-5000	shoppbs.org
Rock 'N Learn	Phonics Vol. 1 & 2 <i>ES DV</i>	6-12	\$19.99	800-348-8445	rocknlearn.com
Smithsonian Folkways	Sunny Day <i>CD CP ML NO TR</i>	0-12	\$11.98	888-365-5929	folkways.si.edu
Whistlefritz	Cha, Cha, Cha <i>CD ES ML</i>	1-12	\$14.99	866-944-7859	whistlefritz.com

7. 10 BEST CREATIVE PRODUCTS

Company	Product Type	Age	Price	CustSrv#	Website
Giddy Up!	Fuzzoodles Fluffy Friends <i>CP TY</i>	5-12	\$14.99	734-302-4444	giddyup.com
Innovation First Labs	HEXBUG Nano Habitat Set <i>CO CP ES SC TR</i>	3-12	\$29.99	903-453-0800	hexbug.com
LEGO Systems	Minotaurus <i>BG CO CP FP HO NO TR</i>	7-12	\$24.99	860-749-2291	lego.com
Safari	Fairy Fantasy Tea Set <i>DH DO FP HO TY</i>	3-12	\$19.99	800-554-5414	safarilt.com
Spin Master	Moon Dough Barnyard <i>AC CO CP TY</i>	2-4	\$19.99	800-622-8339	spinmaster.com
VELCRO KIDS®	Royal Princess Castle <i>AC AE CP DH DO FP</i>	3-8	\$29.99	800-683-5276	velcrokids.com
WABA Fun	Superstructs Custom Kit <i>CO CP ES TY</i>	3-10	\$10.00	970-278-0468	superstructs.com
Wikki Stix	Wikki Stix for Rainy Day <i>AE CP TR</i>	5-12	\$14.95	800-869-4554	wikkistix.com
Wooky Entertainment	Block Crayon <i>AC CO ES TY</i>	1-4	\$16.99	877-966-5905	blockcrayon.com
Yoshiritsu Co	LaQ Imaginal Hamacron <i>AC CO CP</i>	5-12	\$84.99	972-436-3867	roboporium.com

8. 10 BEST ACTIVE PRODUCTS

Company	Product Type	Age	Price	CustSrv#	Website
Carrera	Police Chase <i>AE ES HO TY</i>	8-12	\$69.99	609-409-8510	carrera-toys.com
Explorabilia®	Exploracise® Gymathtics <i>AE ES DV</i>	6-8	\$24.99	877-503-9756	exploracise.com
Funrise Toys	Tonka Strong Arm Fire Engine <i>TS TY</i>	3-10	\$24.99	800-882-3808	funrise.com
GeoPalz	Kids Pedometer <i>AE OP TY</i>	5-12	\$19.99	877-546-4803	geopalz.com
Int'l Playthings	Shop'n Cart <i>AE CP DO FP</i>	3-12	\$34.99	800-445-8347	intplay.com
K'NEX	Light-Up Ferris Wheel <i>CO CP TY</i>	9-12	\$49.99	800-543-5639	knex.com
Maranda Enterprises	Rollors <i>AE EQ OP TY</i>	4-12	\$29.99	877-287-8782	marandaenterprises.com
NSI Int'l	Oglo Sports Super Basketball <i>AE TY</i>	6-12	\$19.99	888-425-9113	nsi-int.com
One World Futbol	One World Futbol <i>AE EQ OP SR TY</i>	2-12	\$40.00	888-993-8826	oneworldfutbol.com
Wild Creations	Strength Ball <i>AE OP SC TY</i>	7-12	\$15.99	843-448-8880	wildcreations.com

20 BEST ADDITIONAL PRODUCTS OF 100 BEST

Company	Product Type	Age	Price	CustSrv#	Website
Brainy Baby	Natura Nativa Learning Media <i>CG ES SC GN</i>	3-9	\$12.99	678-762-1100	brainybaby.com
Center Enterprises	Paint & Clay Texture Rollers <i>AC ES</i>	3-12	\$15.99	800-542-2214	centerenterprises.com
Cra-Z-Art	Electra Doodle <i>AC CP TR TY</i>	5-9	\$29.99	800-272-9278	cra-z-art.com
Creativity for Kids	Create Own 3 Bitty Books <i>AC BO CP ES</i>	4-9	\$9.99	800-311-8684	creativityforkids.com
Flying Pig Games	Jukem Football <i>CG ES TR</i>	7-12	\$14.99	513-259-8514	jukemfootball.com
Fun & Function	Guess What I Feel? <i>AC BG CP ES</i>	5-12	\$29.99	800-231-8329	funandfunction.com
Fundamentally Kids®	My Wrap® <i>AC CP TY</i>	3-11	\$19.99	847-615-8161	createmywrap.com
Ganz	Webkinz Jr. <i>ES PL TY</i>	3-6	\$17.00	800-724-5902	webkinzjr.com
Gorgeous Products	Boikido Geometric Stacking Puz <i>ES GN PZ SR</i>	24-36 mos	\$24.99	847-984-6158	boikido.com
Idea Storm Products	Yamodo! Good to Go! Themes <i>BG CP ES TR TY</i>	8-12	\$9.95	443-255-4792	yamodo.com
KaZAM Bikes	KaZAM <i>AE OP TS</i>	2-1/2-5-1/2	\$99.95	757-339-3261	kazambikes.com
Paradigm Devices	Word Wheels <i>BO CP ES NO PZ SC TR</i>	4-12	\$7.99	509-280-7975	word-wheels.com
Purrfect Games	Architectural Collection <i>CO ES HO PZ</i>	12-12	\$15.95	615-491-5466	purrfectpuzzles.com
Smart Play	Easy Translator <i>ES TR TY</i>	3-8	\$14.99	888-946-4364	smartplay.us
Stickey Cup	Stickey Cup <i>AE EQ SR</i>	0-12	\$6.95	281-744-5465	stickeycup.com
Tangle Creations	Hairy Tangle Jr <i>AE CP EQ FP TR TY</i>	3-12	\$6.99	888-829-3808	tanglecreations.com
Teach My Toddler	Teach My Preschooler <i>ES</i>	3-5	\$49.99	416-488-7076	teachmy.com
TMT Global	Teach Me Tiger Value Pac <i>AE BO CD ML NO</i>	2-6	\$19.99	561-839-7338	teachmetiger.com
Tot Talk	Let's Play Soccer Placemat <i>AC ES NO OP GN</i>	3-8	\$4.99	800-380-3913	tottalk.com
Twisterz Toys	Alphabet Matcher <i>CP ES TY</i>	3-5	\$18.99	415-295-4648	twisterztoys.com

KEY:

ac = arts & crafts
 ae = active
 at = audiotape
 bg = board game
 bo = book
 cd = CD
 cg = card game
 co = construction
 cp = creative product
 cs = costume or accessories
 do = doll
 dh = doll house
 dv = DVD
 eg = electronic game
 el = electronic product
 eq = equipment
 es = educational skill
 fp = fantasy play
 ge = game
 gn = green
 ho = hobby
 ml = musical
 no = novelty
 op = outdoor play
 pl = plush
 pz = puzzle
 sc = science
 sr = socially responsible
 sw = software
 tr = travel
 ts = transportation
 ty = toy