

TOTY Award voting open

By Staff -- Playthings, 12/1/2008 12:32:00 PM

NEW YORK—The Toy Industry Association today released a list of 74 nominees for the 9th annual Toy Of The Year (TOTY) Awards, due to be bestowed during the 2009 American International Toy Fair.

Nominated products cover the major sectors of the toy business in a dozen categories, ranging from product category specific awards, like "Game of the Year," to more general nods for "Most Innovative Product" and the overall "Toy of the Year."

The TOTY ballot was overseen by a nominations committee comprised of major retailers, TIA board members, toy trade journalists (including a representative from Playthings) and academics that whittled down each category's prospects from the dozens of toys nominated for each category. Any product on the market during 2008 was eligible for nomination.

Voting is open through Jan. 16, 2009, for full and associate TIA members. For more information, visit TIA's site at www.toyawards.org.

The nominees are:

EDUCATIONAL TOY OF THE YEAR

Computer Cool School – Fisher-Price
Idbids Eco-friendly Starter Kit – Idbids
LeapFrog TAG Reading System – LeapFrog
Zillions Touch Screen ATM – Summit Products
V-Motion Active Learning System – VTech
Discovery Kids Smart Animals Scanopedia – Jakks Pacific
EyeClops BioniCam – Jakks Pacific

