

PRESS RELEASE from



For Immediate Release

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DR. TOY'S BEST CLASSIC TOYS FOR 2015

Selected by Stevanne Auerbach, Ph.D. (Dr. Toy®) and Jennie Ito, Ph.D.

San Francisco – April 14, 2015

You can count on classic toys. These are the long lasting toys that “keep on playing” long after the batteries and latest fads are gone. They are also updated, improved and continue to please young players and older ones too. Where do you turn for a selection that provides a timeless, fun experience that will hold your child’s interest and engage the entire family?

We are always searching for those lasting favorites of all children who have played with them. We have also found some excellent new updates of classic toys. Parents need to balance their children’s play experiences between traditional and high tech play. They need to be reminded that classic, highly beneficial toys are available. Parents and grandparents will quickly recall the fun they had with classic toys.

Stevanne Auerbach, Ph.D., known as Dr. Toy®, has been tracking trends in the toy business for more than 30 years. In the just released *Dr. Toy’s Best Classic Toys for 2015*, the search extended across the entire toy industry to find classic toys that fit the criteria for fun, skill building, and high play value. The Dr. Toy Team with Jennie Ito, Ph.D., carefully evaluates to select the best products.

Drs. Auerbach and Ito agree that “Classic toys are enduring and have many important benefits. They encourage the child’s interaction, involvement and are truly child-powered.” A wide-variety of selections are included among this year’s winners. The list reflects toys that these experts say “are perfect for all ages, abilities, and interests from baby to older children, teens, and adults, from low to high tech, and from nature to nurture.”

Many parents and grandparents want to introduce a special favorite, a Yo-Yo, Lincoln Logs, Erector Sets, Tinker Toys, Etch-A-Sketch, teddy bear, Raggedy Ann doll, Monopoly, or Lionel electric trains. Classics are the 'basics' that never go out of style. You can quickly recall favorite playthings including Jacks and Ball, paper dolls, pick-up sticks, Slinky, Play-doh, and a long-time favorite, marbles. Certainly, anyone who has ever tried a hula-hoop still finds it fun to swirl the colorful plastic hoop for exercise, stress reduction, and amusement; or toss a Frisbee, or use a jump rope.

"Classic toys," Dr. Toy says, reflecting back to her own youth, "are toys you return to from your own childhood like the shiny, durable Radio Flyer red wagon, scooter, or tricycle. The traditional toys endure and continue to stimulate play."

Drs. Toy and Ito carefully survey the toy marketplace year-round to select a wide-range of great classic toys and other categories. They keep abreast of new products, on the endearing, lasting qualities of the toys of yesteryear, and on innovative products based on the past, updated to create something new.

Winners of the annual classic toy search are included in ***Dr. Toy's Best Classic Toys for 2015***, available on the first, free, popular, accessible website that has long presented the best award selections to advise parents, teachers, and others. **Dr. Toy's Guide**, www.drtoy.com, provides pertinent information, including photos, product descriptions, links to company sites, and other consumer information.

If you are at a loss for an appropriate toy for the child in your life, the suggestions found in the ***Dr. Toy's Best Classic Toys for 2015*** will help you to easily locate valuable products. These toys have met the "test of time." They have endured, entertained, and satisfied young and old for many years, and will continue to do so for a long time.

Find out what all the excitement is about. Then, make some of your own by selecting the products that most appeal to you and your child. You can easily share the fun of a special classic toy or game with your child. You may recall the fun you had when you were little. If that's the case, carry on a family tradition that spans several generations. Find your favorite classic toy. Many adults collect toys as a fun hobby. Adults need more time to play for social, emotional, and physical benefits. "More playtime for all!" is "Dr. Toy's Rx" for children and adults.



DR. TOY'S BEST CLASSIC TOYS FOR 2015

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#	Company	Product	Product Type	Price	Age	Intro	CustSrv#	www.
1.	Across the Board Games	Across the Board Baseball Game	ES GE TY HM	\$50.00	6 -12	2009	314-961-9663	acrosstheboardgame.com
2.	Aerr Technologies	Jet Ball	SR MM AP EQ	\$1,900	5 -12	2014	289-404-8277	jet-ball.com
3.	Alex Toys	Shaving in the Tub™	TY BA FP	\$14.00	3 -8	2008	973-747-3000	alexbrands.com
4.	American Greetings	Care Bears Jumbo Plush	TY PL AS	\$24.99	3 -12	1983	818-514-5348	ag.com
5.	Aurora World	Giddy Up Friends	AE PL FP CT	\$19.99	3 -7	2000	310-313-3444	auroragift.com
6.	b. dazzle	New York Scramble Squares.® Puzzle	AP ES GE PZ	\$9.95	4 -12	2015	800-809-4242	b-dazzle.com
7.	Bigjigs Toy	Rose Cottage Heritage Playset	TY DH WT	\$189.95	3 -9	2010	866-459-7829	bigjigstoys.com
8.	Blue Orange	Pengoloo	GE GN SR WT	\$24.99	4 -12	2008	415-252-0372	blueorangegames.com
9.	Brackitz	Brackitz	CO CP ES MA	\$29.95	3 -12	2015	720-446-5558	brackitz.com
10.	Build & Imagine	Malia's Beach House	CO CP DH SC	\$59.99	4 -8	2014	415-265-0299	buildandimagine.com
11.	Citiblocs/Alex Brands	Natural Building Blocks 50pc.	TY CO WT	\$15.00	3 -12	2008	973-747-3000	alexbrands.com
12.	Colorforms Brands	Colorforms	CP CE AP TR	\$2.99	3 -12	1951	212-764-0266	colorforms.com
13.	Galison/Mudpuppy	Magnetic Figures (series)	TR AP FP CP	\$16.99	6 -12	2006	212-354-8840	galison.com
14.	Griddly Games	Wise Alec	AE ES BO CT	\$25.99	5 -12	2009	604-249-5020	griddlygames.com
15.	Grow'n Up	Crayola Magnetic Double Easel	CP AC	\$54.99	3 -10	2002	888-468-9898	grow-n-up.com
16.	Harrisville Designs	Traditional Potholder Loom	AC ES AP HM	\$16.95	6 -12	2002	603-827-3333	harrisville.com
17.	Hasbro	Jenga®	ES SR AP PZ	\$12.99	6 -12	1987	800-327-8264	hasbro.com
18.	Hasbro	Monopoly 80th Anniversary Edition	GE BG ES LA	\$19.99	8 -12	1935	800-327-8264	hasbro.com
19.	Ideal/Alex Brands	Booby Trap Classic™	GE BG TY WT	\$18.50	8 -12	1965	973-747-3000	alexbrands.com
20.	Ideal/Alex Brands	My Dog Has Fleas™	GE BG LA	\$37.50	4 -12	1979	973-747-3000	alexbrands.com
21.	Ideal/Alex Brands	Tripoley® Diamond Edition	GE BG LA	\$26.50	8 -12	1957	973-747-3000	alexbrands.com
22.	ImagAbility	Wedgits Building Blocks	AE CP ES CO	\$25.00	12 m-12	1997	877-933-4487	wedgits.com
23.	K's Kids	I am the Boss	AP ES PT TY	\$112.40	6 m-3	2007	852-2108-0808	pakapreschool.com
24.	Leap Frog	My Pal Scout	ES LA MM PL	\$21.99	6 m-3	2009	800-701-5327	leapfrog.com
25.	Learning Circle Kids	Reader Bee and The Story Tree	CP ES LA MM	\$1.99	3 -6	2014	650-350-6011	readerbee.com
26.	Learning Journey	Early Learning Colors/Shapes Monkey	ES LA TY	\$15.99	18m -4	2008	877-839-3969	thelearningjourney.com
27.	Learning Journey	Match It ABC	ES PZ GE	\$11.99	3 -8	2005	877-839-3969	thelearningjourney.com
28.	Learning Journey	Puzzle Double Find It USA	ES GG PZ	\$14.99	3 -8	2009	877-839-3969	thelearningjourney.com
29.	Learning Journey	Techno Gears Marble Mania Galaxy 2.0	ES SC TY CO	\$79.99	8 -12	2009	877-839-3969	thelearningjourney.com
30.	Mme Alexander	Powder Pink Baby Doll	TY DO PL	\$29.95	0 -12	2007	800-229-5192	madamealexander.com
31.	Magformers	Carnival 46Pc Set	ES TY CO	\$74.99	6 -12	2010	877-817-4574	magformers.com
32.	Magformers	Designer 62Pc Set	ES TY CO	\$99.99	6 -12	2010	877-817-4574	magformers.com
33.	Magformers	Rainbow 30Pc Set	ES TY CO	\$49.99	6 -12	2010	877-817-4574	magformers.com
34.	Magformers	XL Cruisers 30Pc Car Set	ES TY CO	\$59.99	6 -12	2010	877-817-4574	magformers.com
35.	MGA	Classic Cozy Coupe	TY TS	\$54.99	18 m-5	1979	800-222-4685	mgae.com
36.	Orb Factory	Pom Pom Pictures Rainbow Dream	AC CP ES	\$9.99	3 -8	2015	800-741-0089	orbfactory.com
37.	Orb Factory	Sew Softies Sea Creatures	AC CP HM TY	\$14.99	7 -12	2015	800-741-0089	orbfactory.com
38.	Pacific Play Tents	Super Duper 4-Kid Tent	AE AP EQ OP	\$44.99	3 -12	2005	877-722-0083	pacificplaytents.com
39.	Painting Lulu	Painting Lulu	AC SR MM AP	\$9.99	3 -12	2014	416-551-0822	paintinglulu.com
40.	Rubba Ducks	Rubba Ducks	BA AS NO TR	\$11.99	3 m-12	1997	612-869-5999	rubbaducks.net
41.	Run Along Home	I Can Swing Forever	AC CD CE ML	\$20.00	0 -8	2015	323-938-8097	icanswingforever.com
42.	School-Rite	Cursive Handwriting Instr. Guide	ES LA OT AP	\$17.50	9 -12	1980	559-224-3978	school-rite.com
43.	SimplyFun	Cash Out	ES MA BG GE	\$24.00	10 -12	2015	877-557-7767	simplyfun.com
44.	Snappets	Dinosaurs	AC CO CP PU	\$19.99	5 -12	2014	914-439-3323	snappets.biz
45.	Star Kids Products	Snack & Play Travel Tray	OP AS EQ NO	\$19.99	18 m-12	2006	303-887-9017	starkidsproducts.com
46.	Teethease	Chewable Keys	SR GN TY TR	\$16.95	2 -4	2015	647-347-1639	myteethease.com
47.	Zoob/Alex Brands	Car Designer	TY CO	\$39.50	7 -12	2010	973-747-3000	alexbrands.com

Product information updated regularly on www.drtoy.com

KEY:

AC Arts & Crafts
AE Active Toy
AP Activity Product
AS Accessories Decorations Furniture
BA Bath Toy
BG Board Game
BO Book
CD CD
CE Children's Entertainment
CO Construction Toy
CP Creative Product
CT Cultural Toy
DH Dollhouse

DO Doll
EQ Equipment
ES Educational Skills Product
FP Fantasy Play
GE Game
GG Geography
GN Green
HM Hand-Made
LA Language
MA Math
ML Musical
MM Multimedia
NO Novelty

OP Outdoor Play
OT Other
PL Plush Toy
PT Pool Toy
PU Puppet
PZ Puzzle
SC Science
SR Socially Responsible
TR Travel Item
TS Transportation
TY Toy
WT Wooden Toy