



### **Five products win the ToyAward 2011 at the International Toy Fair**

Fifteen new products had high hopes of winning the ToyAward 2011 in the final round, five have won. The winners proudly accepted their ToyAward at the opening ceremony of the Spielwarenmesse International Toy Fair Nürnberg. In a two-stage selection process, the following products convinced the jury with their play fun, creativity and safety or by communicating environmental awareness:

#### **The winners of the five categories of the ToyAward 2011:**

##### **Category: Baby&Infant (0–2 years)**

Yookidoo – Stack 'N' Spray Fountain / Yookidoo

##### **Category: PreSchool (3–5 years)**

Storio / Vtech Electronics Europe GmbH

##### **Category: SchoolKids (6–10 years)**

SPYNET™ VIDEO WATCH / Upper Deck International B.V.

##### **Category: Teenager&Family (over 10 years)**

Orbis (Basic Set) / Revell GmbH & Co. KG

##### **Category: SpecialAward: GreenToys**

E-Rangers Future Base / PLAYMOBIL geobra Brandstätter GmbH & Co. KG

The International Toy Fair presented this year's SpecialAward based on its special topic Toys go green: GreenToys. Products made from ecological materials and products with a play idea that promotes environmental awareness among the children were accepted as entries for the ToyAward. The E-Rangers Future Base focuses on the educational approach of creating a world of renewable energy.

During the Spielwarenmesse International Toy Fair Nürnberg from 3–8 February 2011, visitors can choose the main winner from the winners of the five categories in the InnovationCenter and this winner will be announced at the closing press conference on 8.2.2011.

The Internet site [www.toy-award.de](http://www.toy-award.de) presents the winners in detail.

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**Spielwarenmesse**  
International Toy Fair  
Nürnberg  
03.02.–08.02.2011

The following information about the winners of the ToyAward at the Spielwarenmesse International Toy Fair Nürnberg 2011 is available on the Internet:

- Photos at [www.toyfair.de/photos](http://www.toyfair.de/photos)
- Product descriptions at [www.toy-award.de](http://www.toy-award.de)

### **Spielwarenmesse International Toy Fair Nürnberg**

The Spielwarenmesse International Toy Fair Nürnberg, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The purely trade fair creates a comprehensive communication and ordering platform for 2,700 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for some 75,000 buyers and toy traders from over 100 nations.

Fair date: Spielwarenmesse International Toy Fair Nürnberg 3–8.2.2011