



**And the ToyAward of the International Toy Fair 2013 goes to...**

- Five new play ideas win the ToyAward 2013
- Traders'Favourite as main winner to be announced on 4.2.2013

Balancing beakers, mysterious mythical creatures, physics by playing, high-speed slot car racing and a talking robot – these are the award-winning features of the five winners of the ToyAward 2013. Spielwarenmesse eG presents the coveted award at the opening ceremony for the tenth time. The following products are the winners of the competition for the ToyAward:

**Category Baby&Infant (0-2 years)**

Tobbles Neo / Fat Brain Toy Co.

**Category PreSchool (3-5 years)**

Night of the Magic Shadows / Habermaaß GmbH

**Category SchoolKids (6-10 years)**

Bumm Bumm Balloon / Schmidt Spiele GmbH

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

SIKU Racing / Sieper GmbH

**Category SpecialAward of the Toy Fair Special Toys 3.0**

RoboMe / SABLON Germany GmbH

The winners of the ToyAward stand out from the other products entered for their play idea, their concept and their creative design. The jury also judges the material properties and safety aspects. The five categories of the ToyAward are based on target groups: Baby&Infant, PreSchool, SchoolKids, Teenager&Family, and SpecialAward of the Toy Fair Special Toys 3.0. The award provides guidance for consumers and the trade in view of the great variety of new products. All visitors have the opportunity to choose their personal favourite as "Traders'Favourite" from the winners of the ToyAward until 4 February 2013. This main prize will be announced at the closing press conference and the winner will receive prize money of 20,000 euros.

29.1.2013 – sah

## Press Information



**Spielwarenmesse**  
**International Toy Fair**  
**Nürnberg**  
**30.01.–04.02.2013**

The following information about the winners of the ToyAward at the Spielwarenmesse International Toy Fair Nürnberg 2013 is available on the Internet:

- Photos at [www.toyfair.de/photos](http://www.toyfair.de/photos)
- Product descriptions at [www.toyaward.de](http://www.toyaward.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 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 76,000 buyers and toy traders from over 100 nations.

Fair date: Spielwarenmesse International Toy Fair Nürnberg, Wednesday to Monday, 30.1–4.2.2013