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# Let's PLAY

A Guide to  
Toys for  
Children with  
Special Needs



  
Toy Industry Foundation

# INTRODUCTION

**Over 6.2 million children live with disabilities, accounting for 13.2% of the child population. Millions of parents, grandparents, other family members and caregivers of children with special needs struggle to find the best play and educational products for them.**



Every day, parents ask professionals for advice on buying toys for their children. Often, shoppers are wary of buying toys for special needs children. However, selecting a toy for any child begins with two steps: first, learning what the child is interested in, and second, assessing his or her skill level. *Let's Play: A Guide to Toys for Children with Special Needs* is a helpful educational tool designed to assist with this selection process. After reviewing this guide and doing your homework, we encourage you to visit toy shelves (both online and at your local retailer) and sample the great products designed to excite, engage and enthrall your child. Experience with them the joy and happiness of play!

With support from the Toy Industry Association, Inc.™ and its members, the Toy Industry Foundation™, in partnership with Alliance for Technology Access (ATA) and American Foundation for the Blind (AFB), has researched and tested hundreds of toys in an effort to offer you a comprehensive guide to the best toys for children of all ages with all types of special needs and interests. Toys included in this guide were tested by over 100 “toy experts”—children with a variety of special needs. ATA and AFB selected the featured products based on the toy’s play value for children with special needs. Whether shopping for a three-year-old, visually impaired child or a ten-year-old with developmental disabilities, *Let's Play* is an excellent resource for finding the perfect toy.

For each toy included in the guide, you will find a description of the item, along with an explanation of skills that the toy will encourage and build during playtime. Please keep in mind that age ranges indicated for each toy are assigned by the manufacturer based on a child with no special needs. From time to time, you may see a quote included in a toy description that comes directly from a parent, caregiver or teacher who was involved in the testing to give you a more “hands-on” feeling about the toy and the enjoyment it provided to the child. Each toy will also contain one of the following labels to indicate who may find the toy most enjoyable: PI, HI, B, LV and DD.

# TABLE OF CONTENTS

These are defined as:



## Physical Impairment

Children with physical impairments (children with less than optimal use of their hands or children with some motor control challenges) were able to play with this toy. Physical impairments include cerebral palsy and muscular dystrophy. Features to look for when selecting toys for children with a physical impairment include large parts that make a toy easy to grasp and a sturdy base to secure a toy in its place.



## Hearing Impairment

While many toys are appropriate for children with hearing impairments, these toys included one or more of the following: lights or visual feedback, volume control, interesting texture or surface or some other unique feature that makes it appropriate for a child with a hearing impairment.



## Blind or Low Vision

Although children with visual impairments may enjoy many toys in this guide, these toys are rated particularly high because of their sounds and interesting texture or surfaces that provide sensory stimulation. Also, children with moderate visual impairments can enjoy toys that include bright lights. For a fully accessible version of this guide for visually impaired readers, please visit [www.afb.org/toyguide.asp](http://www.afb.org/toyguide.asp).



## Developmental Disabilities

Children with developmental disabilities including Down syndrome and autism enjoyed playing with this toy. When selecting toys for children with these disabilities, look for products that encourage them to act out real life situations such as playing school or interacting with action figures and dolls.

## Let's PLAY

A Guide to Toys for Children with Special Needs

<b>Introduction</b> .....	<b>2</b>
<b>Activity/Outdoor Toys</b> .....	<b>4</b>
<b>Building Toys</b> .....	<b>7</b>
<b>Creativity Toys</b> .....	<b>10</b>
<b>Dolls/Stuffed Toys</b> .....	<b>11</b>
<b>Educational Toys</b> .....	<b>12</b>
<b>Games/Puzzles</b> .....	<b>18</b>
<b>Infant/Preschool Toys</b> .....	<b>20</b>
<b>Musical Toys</b> .....	<b>24</b>
<b>Playsets</b> .....	<b>26</b>
<b>Pretend/Role Play Toys</b> .....	<b>27</b>
<b>Vehicles</b> .....	<b>30</b>
<b>Company Info</b> .....	<b>31</b>
<b>Index</b> .....	<b>32</b>
<b>Contributors and Partners</b> .....	<b>35</b>

# ACTIVITY/OUTDOOR TOYS

## Aerobie® Squidgie® Ball

**Aerobie, Inc.**

Squeeze the Squidgie Ball and you won't want to let go. Everyone loves its feel. Made of soft molded rubber fins, the Squidgie Ball is designed for kids as young as 9 months, but players of all ages enjoy it both indoors and outdoors. The Squidgie Ball is "easy to hold onto" and ideal for learning to pick up, throw, and catch. Promotes tactile exploration.



**Ages** 9 months+

**Cost** \$5.99



## Catch 'N Stick Monster Mitts

**ALEX**

Play catch with two oversized foam monster mitts and a colorful tennis ball. Each soft mitt has a Velcro front surface and adjustable strap on the back that make it easy to fit. Encourages use of motor skills and promotes body awareness.



**Ages** 3 years+

**Cost** \$9.99



## Tonka Wheel Drivers Scoot 'N Scoop 3-in-1 Ride-on

**Hasbro, Inc.**

This developmental toy comes with a fun revvin' wheel, which will make kids feel like they're in the driver's seat with its tooting horn, clicking directional signals and motor revving sounds. The removable wheel allows kids to take the fun of driving with them on the go. The truck converts from push toy to walker to a ride-on vehicle. "Once students get on this they won't let it go." Promotes exploration of environment and tactile exploration. *Requires 3 AA batteries, not included.*



**Ages** 9 months - 3 years

**Cost** \$39.99



## All Terrain Steel and Wood Wagon

**Radio Flyer**

The Original Little Red Wagon™ with high wooden stake sides and big brawny air tires can handle any terrain. Air tires provide a super soft, super quiet ride, and the full-sized, all-steel seamless body comes with no-scratch edges. "Great for improving gross motor skills." Promotes exploration of environment and stimulates imagination.



**Ages** 18 months+

**Cost** \$120.00



## Pathfinder Wagon

**Radio Flyer**

With seat backs and a seat belt, kids will be extra safe while having fun in this wagon. Seats fold up for a comfortable ride or fold down for maximum hauling capacity. The extra-long handle for easy pulling also folds under for easy storage. Stimulates imagination and promotes exploration of environment and motor skills.



**Ages** 18 months+

**Cost** \$80.00



## Ultimate Canopy Steer & Stroll Trike

**Radio Flyer**

Give your little one a thrilling ride around the block. Freewheeling pedals let the child passenger coast while the adult turns the front wheel with a push handle. Promotes awareness of sound and stimulates imagination and available vision.



**Ages** 2 years - 5 years

**Cost** \$80.00



# ACTIVITY/OUTDOOR TOYS

## Activity Ball

**TMI Toymarketing Intl, Inc.**

This very special "Opti" (translucent) ball contains colored balls. "How fun with the balls inside the big ball!" Approximately 20 inches in diameter. Promotes three dimensional sight and coordination as well as body awareness.



**Ages** 2 years+

**Cost** \$35.00



## Aku Ring

**TMI Toymarketing Intl, Inc.**

Aku Rings are soft and very flexible 7" rings that can be easily caught due to their unique nipple studded surface that is washable with soap and water. Available in four colors: red, blue, green, and yellow. Promotes tactile exploration and body awareness.



**Ages** 2 years+

**Cost** \$25.00/set of 4



## Jinglin' Ball

**TMI Toymarketing Intl, Inc.**

The Jinglin' Ball is a transparent ball that contains metal bells that create jingling sounds when the ball is in play.

Approximately 22 inches in diameter, this "large, light ball" is "easy to catch" and "good for kids with motor skill difficulties." Promotes body awareness, stimulates available hearing and promotes awareness of sounds.



**Ages** 2 years+

**Cost** \$35.00



## Hyper Dash™

**Wild Planet Entertainment, Inc.**

Hyper Dash consists of one electronic tagger and five different colored and numbered targets. The tagger plays pre-recorded music and calls out which targets you need to strike. The game is physically and mentally engaging, and, more importantly, it's lots of fun! "My son thought this game was hilarious! He couldn't stop laughing!" Encourages social skills and promotes body awareness. *Requires 3 AA batteries, not included.*



**Ages** 6 years - 12 years

**Cost** \$19.99-\$24.99



# BUILDING TOYS

## Building Blocks™

**BRIO®**

A new take on BRIO's® classic wooden blocks, this set comes with 51 pieces in different shapes and sizes, each painted in one of five vibrant colors. Set includes nylon storage bag. Stimulates imagination and promotes creative play and creative experimentation.



**Ages** 12 months+

**Cost** \$26.99



## Floating Blocks

**Edushape Ltd.**

Unique soft blocks enable your child to have fun building a house of dreams during bath time. Sixteen assorted pieces of brightly colored shapes printed with windows, doors and walls. The board and blocks float on water and securely stick to each other when wet. Mesh storage bag included. "Wow! My child really got excited about building floating cities!" Promotes creative experimentation and stimulates imagination.



**Ages** 18 months+

**Cost** \$16.50



## Kiddy Connects

**Edushape Ltd.**

"These are fun and easy to put together and take apart." Colorful, durable snap connecting plastic bubbles will surely bring about an allure for any child in creating funky structures or making a chain. "A great alternative to blocks. They connected so easy, but yet felt stable!" Encourages use of motor skills, stimulates imagination and encourages creative play.



**Ages** 2 years+

**Cost** \$12.99/36 pieces



# BUILDING TOYS

## Mini EduBlocks™

Edushape Ltd.

Exclusively designed for your young architect's grip. Colorful, flexible and soft! All you have to do is touch them to fall in love with them and know that they are a must have for any child's play time. "Great for sharing with friends." Developed to expand color and shape recognition as well as fine motor skills. Stimulates imagination and encourages creative play.



**Ages** 12 months+

**Cost** \$37.99/26 pieces



## My Soft World – City Set

Edushape Ltd.

Uniquely designed soft foam blocks for any little builder to construct a city life setting. Set includes soft Wood-Like™ Blocks, solid foam blocks, cars, buses and stop signs. Tucks away neatly in see-thru plastic carrying tote. Encourages creative play and creative experimentation. Stimulates imagination.



**Ages** 9 months+

**Cost** \$19.99



## Little People® Build 'n Pull Bus™

Fisher-Price, Inc.

Simple connections make it easy for little hands to stack, build and play with 35 themed block and accessory play pieces. Includes a fold out stop sign that kids can open and close and a sliding window for fun peek-a-boo play. Promotes exploration of environment and encourages creative play and use of motor skills.



**Ages** 1 year – 4 years

**Cost** \$24.99



## Wedgits™ Starter Set

ImagAbility Incorporated

This open-ended building set introduces little ones to the spatial world of angles, color matching and creative, free-play designing. The set has large blocks providing fun for the family with toddlers and individuals with special needs. Promotes tactile exploration, encourages use of motor skills and stimulates available vision.



**Ages** 2 years+

**Cost** \$22.99



## Wee Wedgits™

ImagAbility Incorporated

This soft, poly-vinyl block set has smooth, rounded edges that provide hours of squeezable stacking fun for children. The five nesting blocks provide quiet play, and the soft design provides a gentle playset offering for high-energy children. Introduces cause and effect, encourages use of motor skills and encourages creative play.



**Ages** 12 months+

**Cost** \$12.99



## Mega Bloks Building Imagination Bag

MEGA Brands

The Mega Bloks Building Imagination Bag now includes 10 creativity cards to springboard ideas for parents and children to play, learn and interact together. The cards offer imaginative possibilities ranging from building a penguin to learning numbers. Encourages creative play and use of motor skills. Stimulates imagination and promotes tactile exploration.



**Ages** 12 months+

**Cost** \$14.99



## CREATIVITY TOYS

### Light Sketcher™ Fisher-Price, Inc.

This unique, mess-free drawing board literally allows children to draw...with light! The light from the stylus reacts with special ink on the drawing surface to produce magical results. Encourages creative play and use of motor skills. Stimulates imagination and available vision. *Requires 4 AA batteries, not included.*



**Ages** 3 years+ **Cost** \$29.99



### Play-Doh Super Craft Caddy Hasbro, Inc.

The Super Craft Caddy gives kids endless hours of creative fun including sand art activities, stained glass, bead making and even cake decorating. The Super Craft Caddy includes a large floor mat, clean-up tools, a handle for portability and a place to store all of your Play-Doh compound and tools. There is "always a new tool to use to create something." Encourages creative play and use of motor skills. Promotes creative experimentation.



**Ages** 3 years+ **Cost** \$19.99



### Talking Crayons International World of Toys

This real set of crayons includes six crayons and one talking head; once the child inserts a color into the head, the voice of the character (Dora, Blue's Room, Backyardigans, SpongeBob, Max & Ruby) will activate and it will detect the color, spell it in two languages (English/Spanish or English/French) and name an object of that same color. Encourages creative play. *Requires 3 LR44 (watch size) batteries, not included.*



**Ages** 3 years – 6 years **Cost** \$14.99



## DOLLS/STUFFED TOYS

### Sorbet Melodie Corolle

Snuggled inside bright, retro packaging, machine washable Sorbet Melodie is 16 inches of softness. She features a cozy cloth body and cheerful painted face framed with velour ponytails. Long, easily manipulated limbs and colorful French fashions make this versatile new doll a child's play favorite. Promotes tactile exploration.



**Ages** 0 years+ **Cost** \$30.00



### Snuggle-kins™ Animals Assortment Fisher-Price, Inc.

Snuggle-Kins is a new line of the sweetest little animal babies that require nothing more than tender love and care! Watch as their eyes open and close like a real baby or listen as they coo and make animal sounds like "meow," "purr" or "growl." These adorable soft, cuddly animals also make soft sucking sounds as they drink milk that magically disappears in the bottle. Promotes awareness of sounds and introduces cause and effect. *Requires 3 AAA batteries, included.*



**Ages** 3 years+ **Cost** \$19.99



### Alfie Bear Gund, Inc.

A 19" soft and cuddly bear is a perfect companion for children and always ready for a hug. "Popular with all ages." Promotes tactile exploration.



**Ages** 12 months+ **Cost** \$25.00



### The Jester Has Lost His Jingle by David Saltzman and the Jester & Pharley Doll The Jester & Pharley Phund

The Jester & Pharley book and doll are distributed exclusively by The Jester & Pharley Phund, a 501(c)(3) non-profit corporation benefiting ill and special-needs children and literacy programs. In this charming tale, the jester awakes one morning to find laughter missing in his kingdom, and he and Pharley set off on a quest to find it. The doll is designed with pliable limbs and invites children to interact with the character. Pharley is detachable. The book and doll together encourage social skills and promote use of auditory tracking skills and exploration while stimulating the imagination.



**Ages** 3 years+ **Cost** Book: \$20 / Doll: \$40



# EDUCATIONAL TOYS

## One, Two, Tie My Shoe ALEX

Four chunky foam shoes to lace and learn to tie. Includes four lacing shoes, four printed laces and a shoe-lacing lesson card. "Good for physical therapy." Encourages use of motor skills and daily living skills and promotes tactile exploration.



**Ages** 3 years+

**Cost** \$9.99



## Comfy Keyboard System Comfy North America

This "easy to use" system includes a specially designed keyboard for toddlers, helping to build developmental skills. Includes bonus "First Step" CD (additional software sold separately). Comfy Keyboard System creates a rich and exciting learning experience, inviting your toddler to actively participate in touching, exploring and discovering through fun play. Connects to home PC with USB cord. Monitor not included. *Special Guide Booklet of Comfy Keyboard System for Children with Special Needs* also available. Encourages use of daily living skills.



**Ages** 1 year – 5 years

**Cost** \$59.99



## Animal World Comfy North America

This interactive software, to be used with the Comfy Keyboard System, offers a creative way for children to learn about animals and their surroundings. Kids will adventure through Earth, Forest, Water and Snow environments while developing cognitive, emotional, language and creative skills. Stimulates imagination.



**Ages** 3 years – 5 years

**Cost** \$19.99



## Let's Imagine Comfy North America

This interactive software, to be used with the Comfy Keyboard System, offers toddlers hours of delight while developing creative skills. Didi, Boo and their amusing friends introduce toddlers to the world of animals, shapes, objects and body parts, while developing their language skills and helping them to solve problems. Introduces cause and effect, promotes awareness of sounds and stimulates imagination.



**Ages** 1 year – 3 years

**Cost** \$19.99



## World of Colors Comfy North America

This interactive software, to be used with the Comfy Keyboard System, exposes toddlers to the wonderful world of colors in a mystery to find Jumpy's lost bone. Children learn how to name colors, to compare objects and to fit colors to specific objects, all while enhancing their observation and visual perception skills. "Great for stimulation." Promotes creative experimentation.



**Ages** 3 years – 5 years

**Cost** \$19.99



## Interactive Lia Corolle

Corolle's new 17" multi-lingual baby doll communicates her delights and discomforts in French, English, Spanish or Italian. Through a simple, well-hidden and secure battery system, her language skills can be activated using one of three included charm bracelets. Also comes complete with bib, plate, bottle, spoon and potty. Encourages use of daily living skills, introduces cause and effect and stimulates imagination and available hearing. Promotes tactile exploration and awareness of sounds. *Requires 3 AAA batteries, not included.*



**Ages** 3 years+

**Cost** \$90.00



# EDUCATIONAL TOYS

## Dress-A-Pillar Edushape Ltd.

Lace it up, snap it shut, zip it tight and hug it with love! This cuddly caterpillar makes a game of getting dressed. Children will attach a hook and loop strip, buckle, zip, button, tie and snap, then undo them all to gain entry into 6 little pockets. Excellent tool for developing fine motor skills, color recognition and dressing dexterities. Promotes tactile exploration and stimulates available vision.



**Ages** 3 years+ **Cost** \$19.99



## Fun 2 Learn™ Learning DJ™ Fisher-Price, Inc.

Music can make it easier (and more fun) to learn—especially with a cool friend who sings and dances along! Sing along and learn along with numbers, letters, colors, shapes—even musical instruments. Promotes awareness of sounds, introduces cause and effect and stimulates available vision and hearing. *Requires 3 C (LR14) alkaline batteries, not included.*



**Ages** 2 years – 6 years **Cost** \$29.99



## Laugh & Learn™ Song & Story Learning Chair™ Fisher-Price, Inc.

This charming chair and side table come to life with fun activities that set the stage for learning. Has both learning and Music Fun modes for children to learn a variety of skills. Introduces cause and effect and stimulates imagination, available vision and hearing. *Requires 3 AA batteries, included.*



**Ages** 1 year – 3 years **Cost** \$34.99



## Storytime Bear Gund, Inc.

A 16.5" storytelling bear recites the Christmas classic *'Twas the Night Before Christmas*. His head and mouth move when you press the paw. Promotes awareness of sounds and stimulates available hearing. *Requires 3 AA batteries, included.*



**Ages** 3 years+ **Cost** \$40.00



## Teach Me To - Boy Gund, Inc.

A 17" bear dressed in khaki overalls, striped shirt, red shoes and blue cap is ready to teach the children how to button, tie, buckle and fasten. Promotes tactile exploration and encourages the use of daily living skills.



**Ages** 12 months+ **Cost** \$37.00



## Teach Me To - Girl Gund, Inc.

A 17" bear dressed in a pink outfit with flower accents on the shirt and hat is ready to teach the children how to button, tie, buckle and fasten. Promotes tactile exploration and encourages the use of daily living skills.



**Ages** 12 months+ **Cost** \$37.00



## My First Story Reader™ Publications International

Turn the pages to hear a friendly narrator, fun sounds, and lively music make the words come to life! The last pages of each book feature a beloved nursery song. Press the three big buttons to answer simple questions about colors, shapes, and more! "Kids are entranced with this book." Promotes tactile exploration, encourages use of motor skills, stimulates available hearing and introduces cause and effect. *Requires 3 AAA batteries, included.*



**Ages** 6 months+ **Cost** \$19.99



## Story Reader™ Publications International

A narrator magically reads the book as each page is turned, while Story Reader™ adds sound effects and music. This "very fun" book helps "to enhance reading skills." Introduces cause and effect and promotes awareness of sounds. *Requires 4 AAA batteries, not included.*



**Ages** 3 years+ **Cost** \$19.99





# EDUCATIONAL TOYS

## Talking Dictionary

### Publications International

Enter letters to spell words from the dictionary. English, Spanish, and Definition modes. Introduces cause and effect. Stimulates available vision and hearing. *Requires 3 AAA batteries, included.*



**Ages** 4 years+

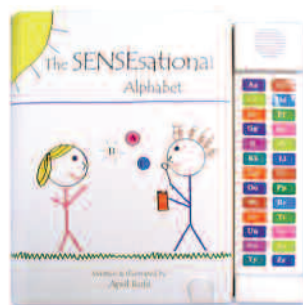
**Cost** \$19.99



## The SENSEsational Alphabet Book

### SENSEsational Alphabet

The SENSEsational Alphabet is a completely interactive ABC picture book focusing on integrated sensory methods to learning. The book incorporates visual stimuli, movement, touch, smell, sound, Braille and Sign language, with each colorful page having a unique feature. Promotes awareness of available vision and hearing. Introduces cause and effect. *Requires 3 AG-13 DC 1.5 volt standard watch batteries, included.*



**Ages** 12 months+

**Cost** \$29.95



## Elmo's Fishing For Letters

### Techno Source

Elmo comes to life in this electronic game with big, bold graphics, engaging phrases and playful sound effects. Go fishing with Elmo, reel in letters, and learn about sea creatures. This handheld LCD fosters letter recognition and learning the alphabet. The rod features a turning reel and realistic cranking sound effects! Promotes awareness of sounds. *Requires 2 AAA batteries, included.*



**Ages** 3 years+

**Cost** \$12.99



## Elmo's My First TV Fun & Games

### Techno Source

Kids will have hours of fun playing games and learning through matching shapes, letters and numbers with their favorite Sesame Street friend Elmo. The game includes five exciting activities with Elmo and Dorothy. Encourages social skills and creative play. *Requires 4 AAA batteries, not included.*



**Ages** 3 years+

**Cost** \$12.99



## Elmo's Snapshot

### Techno Source

Have a blast taking pictures with Elmo and even review them in the digital photo album. This handheld LCD promotes classification and reasoning skills through letter, shape, and object identification. Pretend picture taking is a classic play pattern that fosters fun and creativity. Stimulates imagination and available vision and hearing. Introduces cause and effect and encourages use of motor skills. *Requires 2 AAA batteries, included.*



**Ages** 3 years+

**Cost** \$12.99



## New V.Smile™ TV Learning System

### VTech®

The new, enhanced V.Smile™ includes a sing-along microphone, writing stylus and joystick that can be adapted for left- and right-handed players alike. Kids can sing along with their favorite songs or skillfully navigate writing games. Includes the Alphabet Park Adventure Smartridge. Pink version also available. Encourages social skills and use of daily living skills. Introduces cause and effect. *Requires 4 AA batteries, not included.*



**Ages** 3 years – 6 years

**Cost** \$49.99



# GAMES/PUZZLES

## Jumbo Tic Tac Toe

Edushape Ltd.

Soft touch tic tac toe! This old time favorite game is great for after school, recess and family time play. Foam interlocking tiles form a large 15" board and 5" foam Xs and Os allow for easy pickup and sight of pieces and makes play a success. Encourages social skills and motor skills. Promotes tactile exploration.



Ages 3 years+

Cost \$12.99



## Carpet Bocce

Fun Slides Toys and Games

This fun toy brings the traditional lawn game indoors and helps to develop motor skills. Combining skill, strategy and competition, this timeless game is ideal for the whole family! Pucks glide on your carpet (or hard floors); the soft foam bounces off wall and furniture. Encourages social skills.



Ages 6 years+

Cost \$16.99



## Hot Potato™

Fundex Games, Ltd.

Squeeze the Hot Potato™ and the frantic family fun begins! Toss the tater back and forth, up high, down low, around and around! Don't get caught holding the spud when the music stops! Encourages social skills and promotes the use of auditory tracking skills. Promotes tactile exploration and awareness of sounds. *Requires 2 AA batteries, included.*



Ages 5 years+

Cost \$14.99



## Monster Under My Bed

Fundex Games, Ltd.

Players reach under the bed to find the matches on their bingo style card. The monster gets nervous if a player is looking too long and will growl a warning sign. The first player to find and match three items in a row wins! No reading required. Encourages creative play and stimulates imagination. *Requires 3 AA batteries, not included.*



Ages 4 years+

Cost \$29.99



## What's in Ned's Head?

Fundex Games, Ltd.

Children draw cards and reach into Ned's nostrils or ears as they race to find the silly object pictured on their cards. This wacky, fun game is guaranteed to keep kids giggling for hours! Stimulates imagination. Promotes tactile exploration and identification.



Ages 4 years+

Cost \$29.99



## Big Trouble

Hasbro Games

Electronic talking POP-O-MATIC TROUBLE bubble "tells" you whether to discard or add cards to your hand with colorful lights and fun sound effects. Be the first player to discard your hand of cards and win the game! Encourages social skills, exploration of environment and creative play. *Requires 3 AAA batteries, included.*



Ages 6 years+

Cost \$19.99



## Candy Land Castle Game

Hasbro Games

The Gingerbread kids have lost their colorful decorations! Help them find new ones by matching the colorful tokens with the shapes on your Gingerbread Kid gameboard. Encourages use of motor skills and social skills. Stimulates imagination.



Ages 3 years+

Cost \$19.99



## Whac-A-Mole Tower Game

Hasbro Games

Ring in the fun when you grab your mallet and give the mole a whack! Be quick and see if you can send his furry friend scurrying up-up-up the tower. Four different games to choose from. Promotes exploration of environment and body awareness. Introduces cause and effect, encourages use of motor skills and stimulates available hearing and vision. *Requires 3 C batteries, not included.*



Ages 4 years+

Cost \$39.99



# INFANT/PRESCHOOL TOYS

## Stacking Clown™ BRIO®

BRIO's® most popular stacking toy since 1955, the Stacking Clown™ is fun to play with and helps develop grasping, sorting and sequencing skills. Includes a stacking base and eight colorful, wooden rings. Stands nine inches tall. Promotes tactile exploration and body awareness.



**Ages** 19 months+ **Cost** \$14.99



## Hug-A-Bug Edushape Ltd.

Detachable ladybugs that rattle, giggle, light up and vibrate. Hook and loop flower centers on pillow allow for each bug to be reattached to pillow when not in use. "The detachable flowers were easy for my baby to remove and taste." Promotes tactile exploration, encourages use of motor skills, stimulates available vision and promotes awareness of sounds.



**Ages** 12 months+ **Cost** \$29.99



## Play & Sound Mat Edushape Ltd.

This stimulating, textured play mat is much more than a soft mat for babies. It includes a push-button musical chip, a safe peek-a-boo mirror, puzzles and more. Ideal for enhancing color recognition and fine motor skills. Promotes exploration of environment and awareness of sounds. Stimulates available vision and hearing.



**Ages** 0+ **Cost** \$49.99



## Rolliphant™ Edushape Ltd.

This ball-track tub toy is ideal for developing fine motor skills. Three interlinking elephants' trunks provide a unique track for balls to roll down. Easily attaches to any smooth surface for stimulating fun in or out of the bathtub! Promotes exploration of environment.



**Ages** 2 years+ **Cost** \$19.99



## Rollipop Edushape Ltd.

The best architects need to start young. Construct a colorful tower and discover how the ball rolls! The unique tracking sets are ideal for introducing cause and effect and developing and encouraging use of motor skills. Also promotes use of auditory tracking skills.

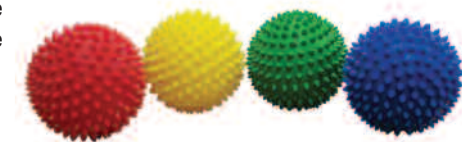


**Ages** 9 months+ **Cost** \$28.99/Starter; \$34.99/Advanced



## Sensory Balls Edushape Ltd.

Infants can squeeze, roll, throw or kick these colorful, textured balls. Their bumpy surface offers tremendous sensory play value for young athletes. Set includes 4 balls – one in each color: red, yellow, blue and green. "Good for overall stimulation and easy to clean." Also promotes tactile exploration.



**Ages** 12 months+ **Cost** \$11.99/set of 4



## Tinkle Crinkle Activity Toy Gund, Inc.

A 17" Tinkle Crinkle Rattle and Squeak caterpillar has bright primary colors that appeal to the sense of sight. Features: Tail – Tinkles, Flower – Crinkles, Bee – Rattles, Head – Rattles, Number Windows – Mirror accents. Promotes awareness of sound and stimulates available hearing.



**Ages** 0+ **Cost** \$18.00



# INFANT/PRESCHOOL TOYS

## Playskool Busy Ball Popper Hasbro, Inc.

Drop one of the colorful balls onto the track and the balls pop out of the top, roll down the track, and then pop out all over again. The Busy Ball Popper features silly sound effects and eight lively songs that add to the fun. This "great interactive toy" is "pretty neat!" Introduces cause and effect, stimulates available hearing and encourages social skills. *Requires 4 D batteries, not included.*



**Ages** 9 months+ **Cost** \$19.99



## Playskool Honeybee Hop Hasbro, Inc.

This motorized toy consists of a base, designed as a cute beehive and an extendable arm with an adorable little bee that circles the hive at two different speeds to the tune of *Flight of the Bumblebee*. Kids jump over the rotating arm before it reaches their feet. If the toy's arm hits the child's leg, silly sounds are played, the music stops and the arm stops rotating. Promotes body awareness and use of motor skills. *Requires 3 C batteries, not included.*



**Ages** 3 years+ **Cost** \$17.99



## Ultimate LEGO® DUPLO® Set LEGO Systems, Inc.

Little builders with big imaginations will love sifting through the bricks and pieces in this new tub to inspire their inner creators! Includes building plate, wagon base and figure to promote role play fun. New storage container allows for easy clean up and storage. Encourages creative play and use of motor skills. Stimulates imagination and available vision.

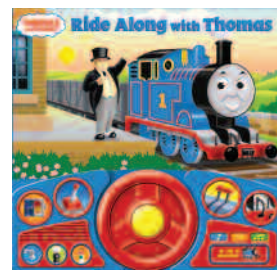


**Ages** 18 months+ **Cost** \$24.99



## Steering Wheel Publications International

Steering Wheel books feature a mounted telescoping base with a steering wheel that raises and locks into place. Sound triggers, including the horn button on the wheel, make realistic vehicle sounds to accompany the story. Each of the six spreads features a story with illustrations. Promotes tactile exploration and encourages use of motor skills. *Requires 3 AG-13 button cell batteries, included.*



**Ages** 18 months+ **Cost** \$14.99



## Beginning Bites Sassy, Inc.

Beginning Bites offer teethers that baby can really sink his or her gums into. These soft terrycloth creatures have soft, smiling faces and chewy, teething plastic rims around them. Choose a lamb, lion or piggy. They make soft rattling sounds when shaken. Beginning Bites can be washed in warm soapy water and air-dried. Promotes tactile exploration.



**Ages** 0+ **Cost** \$4.99/set of 2



## Me in the Mirror Sassy, Inc.

This soft padded mirror can be hung so that a newborn can gaze into it while lying down, or it can be attached flat against the crib rails to accommodate a sitting baby. It stands on its own outside the crib, providing tummy-time enjoyment or entertainment for sitting babies. Baby will love to touch and pull plush curlicues and will delight in the jingling bug and chewy ring tethered to the frame. Stimulates available vision and hearing.



**Ages** 0+ **Cost** \$12.99



## Talk & Touch Barn Activity Toy Sassy, Inc.

This carry along activity toy is bursting with activities and words in three languages to keep children busy and entertained. Push the buttons and slide the levers to find five cute farm animals hiding behind the doors and windows. When a window or door opens, the name of the animal and its sound are announced in English, Spanish or French. The toy has a soft, padded back which makes it perfect for lap play. Introduces cause and effect and promotes awareness of sounds.



**Ages** 9 months+ **Cost** \$19.99



## Stacking Family Top Shelf Holdings, LLC

Learn to count "family-style" with this ingenious stacking toy. Mix and match the wooden blocks, or follow the colors to stack your way up to five. This is a "fun toy to teach stacking and children enjoy creating funny looking people." Promotes exploration of environment and body awareness.



**Ages** 2 years+ **Cost** \$19.95



# MUSICAL TOYS

## 3 in 1 Music Island

### ALEX

Three real instruments for the tub on a fabulous fish-shaped floating island! Includes a drum, xylophone and octopus jingle shaker plus two mallets, helpful music sheets and a music holder. Encourages creative play and stimulates available hearing and vision. Promotes awareness of sounds, use of auditory tracking skills and tactile exploration.



**Ages** 3 years+

**Cost** \$24.99



## Bongos

### First Act Discovery

Funky beats are right at your fingertips with First Act Discovery's pre-tuned wooden bongos. Especially sized for children, bongos feature natural hide head and patented stay-in-tune rims to ensure a long-lasting, full, round tone! Encourages use of motor skills and promotes awareness of sounds.



**Ages** 4 years+

**Cost** \$17.99



## Junior Accordion

### First Act Discovery

Real accordion sound! This fun-to-play, 7-key accordion plays fourteen notes, with two bass keys and an air bypass key. Marbled plastic casing for a classic look, bellows clips for easy storage. Bass and thumb straps make the accordion easy to hold. Great for many musical styles. Promotes awareness of sounds and body awareness and encourages use of motor skills.



**Ages** 4 years+

**Cost** \$19.99



## Little Superstar™ Sing-Along Stage™ Fisher-Price, Inc.

This interactive musical toy allows kids of all ages and abilities to be the star of the show. Two modes of play mean twice the fun! Lively songs, lights and music are activated by shaking the rattle microphone or playing along with any of the four instruments. Children can also create songs by pressing the drum, xylophone, trumpet and guitar. Introduces cause and effect, promotes awareness of sounds and encourages use of motor skills. Also stimulates available vision and hearing. *Requires 3 AA batteries, included.*



**Ages** 6 months+

**Cost** \$39.99



## Little Tikes® Rock & Twist™ Music Machine MGA Entertainment

This multi-musical station comes with a keyboard, working microphone and a fun-function seat that allows children to make music through physical movement by bouncing and swiveling. "Good size for a child. Nice keyboard sound." Encourages creative play, stimulates available hearing and promotes awareness of sounds. *Chair requires 2 AAA batteries, not included. Keyboard requires 4 AA batteries, not included.*



**Ages** 2 years – 5 years

**Cost** \$39.99



## My First Piano

### Schoenhut® Piano Company

Schoenhut's® bright red 18-key tabletop is the perfect choice for a toddler's first piano. Both fun and educational, it is an ideal instrument to use for developing eye-hand coordination and encouraging musical creativity. Songbook included. Promotes use of auditory tracking skills, stimulates imagination, promotes body awareness and stimulates available hearing.



**Ages** 3 years+

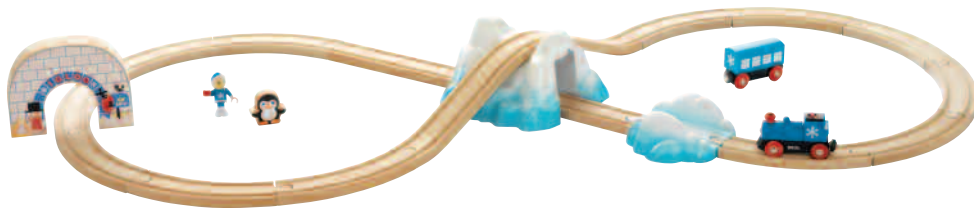
**Cost** \$50.00



## PLAYSETS

### Arctic Figure 8 Set™ BRIO®

A new set in BRIO's® signature wooden railway line, this one in a cool, winter wonderland theme. Set comes with 23 pieces, including track, vehicles, figures and accessories. Lead train has light feature. "All ages had fun putting the tracks together." Promotes tactile exploration and encourages creative play. *Requires 1 AAA battery, included.*



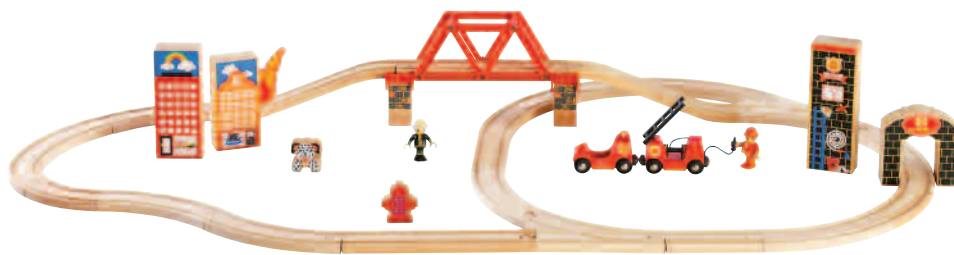
**Ages** 3 years+

**Cost** \$39.99



### City Rescue Set™ BRIO®

A new set in BRIO's® signature wooden railway line, this one in a bustling city environment. Set comes with 34 pieces including track, vehicles, figures and accessories. Fire engine has light and sound features. Track length approximately 44.3" x 22.3". Promotes creative experimentation and encourages use of motor skills. *Requires 2 LR 44/A76 (watch size) batteries, included.*



**Ages** 3 years+

**Cost** \$69.99



## PRETEND/ROLE PLAY TOYS

### Sarah Lynn® & Her Camping Adventure Fisher-Price, Inc.

A two-seater convertible and "pop-up" camper comes complete with a kitchen, sleeping quarters and sleeping bags for two, a pretend camp fire, two camping chairs, a cooler stocked with goodies and even a fishing pole that Little People figures Maggie™ and Sarah Lynn can hold in their hands! Encourages creative play, stimulates imagination and promotes tactile exploration. *Requires 2 AA batteries, included.*



**Ages** 2 years – 5 years

**Cost** \$19.99



### Dragon Hand Puppet Gund, Inc.

Children will have hours of fun with this blue dragon hand puppet that has a roaring sound mechanism. "Fun sounds stir imagination." Stimulates available hearing, promotes awareness of sound and introduces cause and effect.



**Ages** 12 months+

**Cost** \$25.00



### Furreal Friends S'mores Pony\* Hasbro, Inc.

This adorable life-sized plush miniature pony has many features similar to that of a real pony, including moving ears and head, a soft fur coat and a swishing tail. "Feed" her the carrot and groom her with her brush. She even whinnies and snorts, and will sniff your hand! Promotes use of auditory tracking skills, introduces cause and effect, stimulates imagination and promotes body awareness. *Requires 6 D batteries, not included.*

\*Available exclusively on Hasbrotoyshop.com until September 2008; after September, available nationally.



**Ages** 4 years+

**Cost** \$269.99



# PRETEND/ROLE PLAY TOYS

## All Terrain Vehicle Playmobil®

Equipped with a pull-back motor, the All Terrain Vehicle can propel over 20 feet. Encourages use of motor skills, stimulates imagination and encourages exploration of environment.



**Ages** 4 years+

**Cost** \$7.99



## Ambulance Playmobil®

Someone has gotten hurt and they need your help! You can get there in no time with this rescue ambulance, complete with two medics, adjustable medical equipment, patient and bicycle. The roof can be removed and the emergency flashers really work! "I loved using this to teach about community helpers." Stimulates imagination.



**Ages** 4 years+

**Cost** \$34.99



## Emergency Vehicle Playmobil®

Get to the scene of an emergency quickly with this new Emergency Vehicle, featuring a rescue figurine, medical equipment and vehicle with removable roof, foldable seats and real flashing lights! Encourages use of motor skills, stimulates imagination and encourages exploration of environment.



**Ages** 4 years+

**Cost** \$24.99



## Farm Puzzle Playmobil®

Where do all the farm animals belong? Put the animals in the right places to solve the puzzle. The puzzle board includes a figurine, cow, horse, pig, cat and sheep. "Awesome puzzle to teach beginning puzzle skills." Promotes tactile exploration, stimulates imagination and encourages use of motor skills.



**Ages** 18 months – 3 years **Cost** \$14.99



## Noah's Ark Playmobil®

This toy floats on the water with working crane, a store room for bales of hay, cages in the hull, and sleeping room in the roof. Plenty of accessories and thirteen pairs of animals included. "Great for teaching animals and their sounds." Stimulates imagination, promotes creative experimentation and stimulates available vision.



**Ages** 4 years+

**Cost** \$69.99



## Mobile Spy Ear™

**Wild Planet Entertainment, Inc.**

The Mobile Spy Ear is a portable device that transmits sound to a remote ear bud. Just pull it back, let it go and send it out to spy. The receiver on the vehicle transmits sound, allowing you to hear through walls, windows, doors and floors from up to 75 feet away. "Fun for all ages and abilities." Stimulates imagination and promotes exploration of environment. *Requires two 9-volt batteries, not included.*



**Ages** 6 years+

**Cost** \$14.99 – \$19.99



## Purse Pals™

**Wild Planet Entertainment, Inc.**

Purse Pals are 3-D pets that live in small interactive purses. Each purse opens to reveal a playhouse with four different environments. When a pet is placed in spots within its purse, electronic sensors recognize the pet and monitor its visits to the "Play," "Grooming," "Feeding" and "Going Out" areas. Introduces cause and effect, stimulates imagination and encourages use of daily living skills. *Requires 2 AAA batteries, not included.*



**Ages** 5 years+

**Cost** \$19.99



# VEHICLES

## Roadmax Dump Truck

### Bruder

The Roadmax Dump Truck has a tilting dumper, soft rubber sculptured tires, and a windshield that snaps open. Your child will love this "wonderful truck" that is "fun for all ages and abilities." Promotes exploration of environment and "very effective for stimulation."



Ages 2 years+

Cost \$33.80



## Roadmax Road Loader with Backhoe

### Bruder

This Bruder tractor has a fully functional front loader and backhoe. It also comes with soft sculptured rubber tires and has an extending stabilizer to tackle any digging job! "Both my children loved this tractor." Stimulates imagination, introduces cause and effect and promotes use of motor skills.



Ages 2 years+

Cost \$34.75



## Amazing Animals™ Press & Go Farm Truck

### Fisher-Price, Inc.

Every farm needs a great farm truck, and this one comes with some adorable farm friends. Load the piglet and lamb into the truck bed to join the truck driver cow. Push down on the cow to produce fun sound effects as the truck moves forward. "Great for all abilities. Easy to clean and easy to use." Promotes tactile exploration, encourages use of motor skills and introduces cause and effect. *Requires 2 AA batteries, not included.*



Ages 6 months

Cost \$14.99



## Poppin' Push Car

### Sassy, Inc.

Push back on this little car and let it go to see colorful beads pop, pop, pop inside the car's clear top. The cheery little car has a bright colored "chassis," with contrasting interior, polka dot hubcaps and headlights that form eyes on the car's smiling face. "Popular with young children. Great sounds." Promotes use of auditory tracking and exploration of environment.



Ages 6 months+

Cost \$5.99



# COMPANY INFO

The toys in this guide are available in stores throughout your area. If you have difficulty locating a toy, please contact the manufacturer for the nearest retail location carrying the product. For additional contact information, visit the Toy Industry Association Member Directory at [www.toyassociation.org](http://www.toyassociation.org).

### Aerobie, Inc.

800-999-3565  
[www.aerobie.com](http://www.aerobie.com)

### ALEX®

800-666-ALEX  
[www.alextoys.com](http://www.alextoys.com)

### BRIO®

800-822-5639  
[www.brio.knex.com](http://www.brio.knex.com)

### Bruder Toys America, Inc.

877-450-5152  
[www.brudertoys.com](http://www.brudertoys.com)

### Comfy North America

866-372-6639  
[www.comfyland.com](http://www.comfyland.com)

### Edushape Ltd.

800-404-4744  
[www.edushape.com](http://www.edushape.com)

### First Act, Inc.

888-551-1115  
[www.firstact.com](http://www.firstact.com)

### Fisher-Price®

800-432-KIDS  
[www.fisher-price.com](http://www.fisher-price.com)

### Fun Slides Toys and Games

800-847-4683  
[www.funslides.com](http://www.funslides.com)

### Fundex Games, Ltd.

800-486-9787  
[www.fundexgames.com](http://www.fundexgames.com)

### Gund Inc.

732-248-1500  
[www.gund.com](http://www.gund.com)

### Hasbro, Inc.

800-327-8264  
[www.hasbro.com](http://www.hasbro.com)

### Hasbro Games (Milton Bradley)

888-836-7025  
[www.hasbrogames.com](http://www.hasbrogames.com)

### ImagAbility Incorporated

877-WEDGITS  
[www.wedgits.com](http://www.wedgits.com)

### International World of Toys

888-627-7838  
[www.internationalworldoftoys.com](http://www.internationalworldoftoys.com)

### The Jester & Pharley Phund

800-9-JESTER  
[www.thejester.org](http://www.thejester.org)

### LEGO Systems, Inc.

800-453-4652  
[www.lego.com](http://www.lego.com)

### MEGA Brands Inc.

800-465-MEGA  
[www.megabloks.com](http://www.megabloks.com)

### MGA Entertainment

800-222-4685  
[www.mgae.com](http://www.mgae.com)

### Playmobil®

800-PLAYMOBIL  
[www.playmobil.com](http://www.playmobil.com)

### Publications International

800-595-8484  
[www.pibooks.com](http://www.pibooks.com)

### Radio Flyer, Inc.

800-621-7613  
[www.radioflyer.com](http://www.radioflyer.com)

### Sassy, Inc.

800-323-6336  
[www.sassybaby.com](http://www.sassybaby.com)

### Schoenhut® Piano Company, Inc.

888-414-2739  
[www.toypiano.com](http://www.toypiano.com)

### SENSEsational Alphabet

800-295-3002  
[www.sensesationalalphabet.com](http://www.sensesationalalphabet.com)

### Techno Source

212-725-4500  
[www.technosourcehk.com](http://www.technosourcehk.com)

### Top Shelf Holdings, LLC

877-853-6644  
[www.topshelfholdings.com](http://www.topshelfholdings.com)

### Toy Marketing International, Inc.

800-GYMNICS  
[www.gymnicballs.com](http://www.gymnicballs.com)

### VTech Electronics, LLC

800-521-2010  
[www.vtechkids.com](http://www.vtechkids.com)

### Wild Planet Entertainment, Inc.

877- WILD PLA(NET)  
[www.shopwildplanet.com](http://www.shopwildplanet.com)



# INDEX



## Physical Impairment

3 in 1 Music Island	24
Activity Ball	6
Aerobie® Squidgie® Ball	4
Aku Ring	6
Alfie Bear	11
All Terrain Steel and Wood Wagon	5
Amazing Animals™ Press & Go Farm Truck	30
Animal World	12
Beginning Bites	23
Bongos	24
Candy Land Castle Game	18
Carpet Bocce	18
Catch 'N Stick Monster Mitts	4
Comfy Keyboard System	12
Farm Puzzle	28
Floating Blocks	7
Furreal Friends S'Mores Pony	27
Hot Potato™	18
Hug-A-Bug	20
Hyper Dash™	6
Interactive Lia	13
Jinglin' Ball	6
Jumbo Tic Tac Toe	18
Kiddy Connects	7
Laugh & Learn™ Song & Story Learning Chair™	14
Let's Imagine	13
Light Sketcher™	10
Little Superstar™ Sing-Along Stage™	25
Little Tikes® Rock 'N Twist™ Music Machine	25
Me in the Mirror	23
MEGA Bloks Building Imagination Bag	9
Mini EduBlocks™	8
Monster Under My Bed	19
My First Piano	25
My Soft World – City Set	8
New V.Smile™ TV Learning System	17
Noah's Ark	29
Pathfinder Wagon	5
Play & Sound Mat	20
Play-Doh Super Craft Caddy	10
Playskool Busy Ball Popper	22
Poppin' Push Car	30
Roadmax Dump Truck	30
Roadmax Road Loader with Backhoe	30
Rolliphant™	21
Rollipop	21
Sarah Lynn® & Her Camping Adventure	27
Sensory Balls	21
Snuggle-kins™ Animal Assortment	11
Sorbet Melodie	11
Stacking Family	23
Steering Wheel	22
Story Reader™	15
Storytime Bear	14
Talk & Touch Barn Activity Toy	23
Talking Dictionary	16
Teach Me To – Boy	15

Teach Me To – Girl	15
<i>The Jester Has Lost His Jingle</i> by David Saltzman and the Jester & Pharley Doll	11
The SENSEsational Alphabet Book	16
Tinkle Crinkle Activity Toy	21
Tonka Wheel Drivers Scoot 'n Scoop 3-in-1 Ride-on	4
Ultimate Canopy Steer and Stroll Trike	5
Ultimate LEGO® DUPLO® Set	22
Wedgits™ Starter Set	9
Wee Wedgits™	9
Whac-A-Mole Tower Game	19
What's in Ned's Head?	19
World of Colors	13



## Hearing Impairment

Activity Ball	6
Aerobie® Squidgie® Ball	4
Aku Ring	6
Alfie Bear	11
All Terrain Steel and Wood Wagon	5
All Terrain Vehicle	28
Amazing Animals™ Press & Go Farm Truck	30
Ambulance	28
Animal World	12
Beginning Bites	23
Big Trouble	19
Building Blocks™	7
Candy Land Castle Game	18
Catch 'N Stick Monster Mitts	4
City Rescue Set™	26
Comfy Keyboard System	12
Elmo's My First TV Fun & Games	17
Emergency Vehicle	28
Farm Puzzle	28
Floating Blocks	7
Furreal Friends S'Mores Pony	27
Hug-A-Bug	20
Interactive Lia	13
Jinglin' Ball	6
Jumbo Tic Tac Toe	18
Kiddy Connects	7
Let's Imagine	13
Light Sketcher™	10
Little People® Build 'n Pull Bus™	8
Little Tikes® Rock 'N Twist™ Music Machine	25
Me in the Mirror	23
MEGA Bloks Building Imagination Bag	9
Mini EduBlocks™	8
Mobile Spy Ear™	29
Monster Under My Bed	19
My First Piano	25
My First Story Reader™	15
My Soft World – City Set	8
New V.Smile™ TV Learning System	17
Noah's Ark	29
One, Two, Tie My Shoe	12
Pathfinder Wagon	5

Play & Sound Mat	20
Play-Doh Super Craft Caddy	10
Playskool Busy Ball Popper	22
Poppin' Push Car	30
Purse Pals™	29
Roadmax Dump Truck	30
Roadmax Road Loader with Backhoe	30
Rolliphant™	21
Rollipop	21
Sarah Lynn® & Her Camping Adventure	27
Sensory Balls	21
Snuggle-kins™ Animal Assortment	11
Sorbet Melodie	11
Stacking Clown™	20
Stacking Family	23
Talk & Touch Barn Activity Toy	23
Talking Crayons	10
Talking Dictionary	16
Teach Me To – Boy	15
Teach Me To – Girl	15
<i>The Jester Has Lost His Jingle</i> by David Saltzman and the Jester & Pharley Doll	11
The SENSEsational Alphabet Book	16
Tinkle Crinkle Activity Toy	21
Tonka Wheel Drivers Scoot 'n Scoop 3-in-1 Ride-on	4
Ultimate Canopy Steer and Stroll Trike	5
Wedgits™ Starter Set	9
Wee Wedgits™	9
Whac-A-Mole Tower Game	19
What's in Ned's Head?	19
World of Colors	13



## Blind

3 in 1 Music Island	24
Aerobie® Squidgie® Ball	4
Alfie Bear	11
All Terrain Steel and Wood Wagon	5
Beginning Bites	23
Bongos	24
Dragon Hand Puppet	27
Dress-A-Pillar	14
Fun 2 Learn™ Learning DJ™	14
Furreal Friends S'mores Pony	27
Hot Potato™	18
Hug-A-Bug	20
Interactive Lia	13
Jinglin' Ball	6
Kiddy Connects	7
Laugh & Learn™ Song & Story Learning Chair™	14
Little People® Build 'n Pull Bus™	8
Little Superstar™ Sing-Along Stage™	25
Little Tikes® Rock 'N Twist™ Music Machine	25
My First Piano	25
Play & Sound Mat	20
Play-Doh Super Craft Caddy	10
Poppin' Push Car	30
Sensory Balls	21

Snuggle-kins™ Animal Assortment	11
Sorbet Melodie	11
Storytime Bear	14
Talk & Touch Barn Activity Toy	23
Teach Me To – Boy	15
Teach Me To – Girl	15
<i>The Jester Has Lost His Jingle</i> by David Saltzman and the Jester & Pharley Doll	11
The SENSEsational Alphabet Book	16
Tinkle Crinkle Activity Toy	21
Tonka Wheel Drivers Scoot 'n Scoop 3-in-1 Ride-on	4
Wedgits™ Starter Set	9
Wee Wedgits™	9
Whac-A-Mole Tower Game	19



## Low Vision

3 in 1 Music Island	24
Activity Ball	6
Aerobie® Squidgie® Ball	4
Alfie Bear	11
All Terrain Steel and Wood Wagon	5
All Terrain Vehicle	28
Ambulance	28
Arctic Figure 8 Set™	26
Beginning Bites	23
Bongos	24
City Rescue Set™	26
Dragon Hand Puppet	27
Dress-A-Pillar	14
Emergency Vehicle	28
Fun 2 Learn™ Learning DJ™	14
Furreal Friends S'mores Pony	27
Hot Potato™	18
Hug-A-Bug	20
Interactive Lia	13
Jinglin' Ball	6
Kiddy Connects	7
Laugh & Learn™ Song & Story Learning Chair™	14
Light Sketcher™	10
Little People® Build 'n Pull Bus™	8
Little Superstar™ Sing-Along Stage™	25
Little Tikes® Rock 'N Twist™ Music Machine	25
MEGA Bloks Building Imagination Bag	9
Mini EduBlocks™	8
My First Piano	25
My First Story Reader™	15
One, Two, Tie My Shoe	12
Play & Sound Mat	20
Play-Doh Super Craft Caddy	10
Poppin' Push Car	30
Rollipop	21
Sarah Lynn® & Her Camping Adventure	27
Sensory Balls	21
Snuggle-kins™ Animal Assortment	11
Sorbet Melodie	11
Stacking Clown™	20
Stacking Family	23

# INTRODUCTION

Steering Wheel	22	Little People® Build 'n Pull Bus™	8
Story Reader™	15	Little Superstar™ Sing-Along Stage™	25
Storytime Bear	14	Little Tikes® Rock 'N Twist™ Music Machine	25
Talk & Touch Barn Activity Toy	23	Me in the Mirror	23
Talking Crayons	10	MEGA Bloks Building Imagination Bag	9
Teach Me To – Boy	15	Mini EduBlocks™	8
Teach Me To – Girl	15	Mobile Spy Ear™	29
<i>The Jester Has Lost His Jingle</i> by David Saltzman and the Jester & Pharley Doll	11	Monster Under My Bed	19
The SENSEational Alphabet Book	16	My First Piano	25
Tinkle Crinkle Activity Toy	21	My First Story Reader™	15
Tonka Wheel Drivers Scoot 'n Scoop 3 in 1 Ride-On	4	My Soft World – City Set	8
Ultimate LEGO® DUPLO® Set	22	Noah's Ark	29
Wedgits™ Starter Set	9	One, Two, Tie My Shoe	12
Wee Wedgits™	9	Pathfinder Wagon	5
Whac-A-Mole Tower Game	19	Play & Sound Mat	20
What's in Ned's Head?	19	Play-Doh Super Craft Caddy	10
		Playskool Busy Ball Popper	22
		Playskool Honeybee Hop	22
		Poppin' Push Car	30
		Roadmax Dump Truck	30
		Roadmax Road Loader with Backhoe	30
		Rolliphant™	21
		Rollipop	21
		Sarah Lynn® & Her Camping Adventure	27
		Sensory Balls	21
		Snuggle-kins™ Animal Assortment	11
		Sorbet Melodie	11
		Stacking Family	23
		Steering Wheel	22
		Story Reader™	15
		Storytime Bear	14
		Talk & Touch Barn Activity Toy	23
		Talking Crayons	10
		Talking Dictionary	16
		Teach Me To – Boy	15
		Teach Me To – Girl	15
		<i>The Jester Has Lost His Jingle</i> by David Saltzman and the Jester & Pharley Doll	11
		The SENSEational Alphabet Book	16
		Tinkle Crinkle Activity Toy	21
		Tonka Wheel Drivers Scoot 'n Scoop 3-in-1 Ride-on	4
		Ultimate Canopy Steer and Stroll Trike	5
		Ultimate LEGO® DUPLO® Set	22
		Wedgits™ Starter Set	9
		Wee Wedgits™	9
		Whac-A-Mole Tower Game	19
		What's in Ned's Head?	19
		World of Colors	13



## Developmental Disabilities

3 in 1 Music Island	24
Activity Ball	6
Aerobie® Squidgie® Ball	4
Aku Ring	6
Alfie Bear	11
All Terrain Steel and Wood Wagon	5
All Terrain Vehicle	28
Amazing Animals™ Press & Go Farm Truck	30
Ambulance	28
Animal World	12
Beginning Bites	23
Big Trouble	19
Bongos	24
Candy Land Castle Game	18
Carpet Bocce	18
Catch 'N Stick Monster Mitts	4
Comfy Keyboard System	12
Dragon Hand Puppet	27
Dress-A-Pillar	14
Elmo's Fishing for Letters	16
Elmo's My First TV Fun & Games	17
Elmo's Snapshot	17
Emergency Vehicle	28
Farm Puzzle	28
Floating Blocks	7
Fun 2 Learn™ Learning DJ™	14
Furreal Friends S'Mores Pony	27
Hot Potato™	18
Hug-A-Bug	20
Hyper Dash™	6
Interactive Lia	13
Jinglin' Ball	6
Jumbo Tic Tac Toe	18
Junior Accordion	24
Kiddy Connects	7
Laugh & Learn™ Song & Story Learning Chair™	14
Let's Imagine	13
Light Sketcher™	10



## Toy Industry Foundation

### About The Toy Industry Foundation (TIF)

The Toy Industry Foundation is a nonprofit charitable organization whose mission is to bring joy, happiness and comfort to children in need through the experience of toys and play. We are committed to programs that help to remedy the effects of stress on children in need by providing them with developmentally and age-appropriate play opportunities. In addition to public education, TIF also creates programs and partnerships with organizations that share a commitment to children in need. The programs include the Toy Bank and PLAY HELPS. For more information or to make a donation, visit [www.toyindustryfoundation.org](http://www.toyindustryfoundation.org).

### About Toy Industry Association (TIA)

Toy Industry Association is the not-for-profit trade association for producers and importers of toys and entertainment products sold in North America, representing over 500 companies who account for approximately 85% of domestic toy sales. Those toy manufacturers are committed to providing safe, fun and innovative playthings for children. Associate members include licensors, designers, inventors, safety consultants, testing laboratories, communications professionals and the media. TIA has a long history of leadership in the development of toy safety standards, and US standards for toys are widely used as models around the globe. For more information, visit [www.toyassociation.org](http://www.toyassociation.org).

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