



## **Dr. Toy Announces 100 Best Children's Products of 2010**

### **Your Guide to Finding the Best Toys and Children's Products**

### **An Opportunity to be of Service to Families and Schools**

*By Stevanne Auerbach, PhD/Dr. Toy™*

SAN FRANCISCO, CA – (October 1, 2010) - As a natural, on-going part of our work as parents, teachers, early childhood specialists, and others involved with children at home or elsewhere, we observe children at play. With our own eyes we see what works...and what doesn't hold up under tough testing – the normal barrage of active, inquisitive, and resourceful babies, toddlers, preschoolers, and older children. This guide is offered to complement your observations and to help you in selecting the right products to enhance play and learning.

We make buying decisions based on lasting play value and product applicability to children's active, creative, and educational experiences. We can depend on the durability and versatility of such items as blocks, construction toys, games, puppets, and transportation toys. They stimulate the imagination, engage the player, have value, and hold up over time. We want to apply these standards to all the choices we make. We often hear consumers describe their experience of making a purchase, but shortly after giving little Sally or Sammy the product it falls apart – a frustrating and expensive process. Products that do not meet safety standards can be dangerous and can cause harm to children. We want to avoid these problems and always strive for excellence. I spend a great deal of time reviewing a large quantity of products created by myriad manufacturers and designers. I make sure my selections match the criteria for excellence. Certainly age grading, name recognition, company dependability, versatility of design, and place of purchase are factors to obtain the right product. Another aspect you can depend on is a warranty. Rising costs for products require us to be wise consumers and to get extra lasting value. Certainly durable products, properly designed, and developmentally correct are worth the money. Children's positive reactions are worth the extra effort. I utilize a complicated set of objective and subjective criteria to evaluate toys and other products. Some questions to ask are:

- Is this product worth the price?
- Does it have lasting play value?
- Is it appropriate?
- Is it fun?
- Does it meet safety standards?

Dr. Toy is pleased to have the opportunity to share her years of play and toy experiences with consumers to assist them in the selection process. This timely report features information about 100 wonderful new toys and products from large and small companies. The toys and products selected meet my high standards for design, durability, price, quality, safety, and value.

Dr. Toy reminds parents and teachers, "Let's not forget that "play is children's work" and should be respected and understood by all adults. We should be thinking: "What products or "tools for play" can we obtain to provide wholesome experiences for children and provide plenty of positive play interactions."

Dr Toy's [\*Smart Play/Smart Toys: How to Raise a Child with a High P.Q.\*](#) (Play Quotient) was written for new parents, and others who care about children, and is available in toy, book stores or on line. Dr Toy invites consumers to take the time to describe play and product experiences and ask questions about toys and products.

Following are examples of award-winning toys and products and the companies that make them grouped in selected categories of "smart" play. You can find more products by assigned codes that designate types of products.

**Technology** –ATP Electronics (Sesame Street Video USB), Cepia (ZhuZhu Pet Wild Bunch), Chicco (Magic Window Talking Farm), Eye Think (Strobotop Light Phase Animator), Ganz (Webkinz Jr.), GoLearn Toys (TimeBuddy), **Hallmark Cards (Interactive Story Book/Buddy)**, Inspiration Software (Kidspiration 3), Learning Journey (ABC Melody Maker), Publications Int'l (Record a Story), WowWee (Paper Jamz).