

Baby & Kids

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The Market Source For Infant and Youth Retailers

Toy Fair
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Game On

Toys and games combining entertainment and education take over playtime
by Mary Gerlach

Remember when a stick, rubber ball and a few friends were all you needed to have a good time? Remember when birthday parties meant loads of sweet treats, coloring books, dolls and balloons? Remember when kids started asking for techie toys and parents began asking for wholesome and educational toys? Yeah, so do toy manufacturers, who haven't forgotten the simple joys of playing outside and unwrapping presents. But, rather than relishing in the tried-and-true fun stuff, toy makers today are developing products that meet the current market demands for educational and entertaining designs.



The lessons learned with Karito Kids, from **Kids Give** (5757 W. Century Blvd., #800, Box 8, Los Angeles, CA 90045), are invaluable for young girls. Karito Kids dolls represent the many ethnicities of the world's children and with 3% of the retail price going to charity, the dolls also help the children of the world. Call 877/KIDS-GIVE.