



Show Buzz: Toy Fair Day 1

By Staff -- Playthings, 2/18/2008 2:50:00 AM

NEW YORK - The 105th American International Toy Fair kicked off yesterday to a generally upbeat mood. Manufacturers we talked to seemed pleased by the quantity of buyers going through their booths. To our eyes, though, the show aisles seemed slightly less crowded than what we've traditionally come to expect, especially by the afternoon, when the early morning rush seemed to abate noticeably. By the end of the day, though, it was still as hard as ever to catch a cab.

It's been a slow show for hard news so far. No major announcements from the top 10 manufacturers yet. Here are some of the headlines that came out of the show over the weekend:

Women in Toys' Wonder Women of Toys awards honored nearly a dozen women for excellence in their respective specialties. This year's manufacturer award went to VTech's Julia Fitzgerald. The retailer award went to Barnes & Noble's Ellen Heaney Mizer. The Inventor/Designer award was bestowed on Hasbro's Melone Griffiths. **Entrepreneur honors went to KidsGive's Laura Rangel & Lisa Steen Proctor**, while the late Martine Redman Donofrio was given a posthumous honor. Lisa Orman of Kidstuff Public Relations was honored for Consultant. Pokemon USA's Holly Rawlinson took home the Licensor award. This year's Women To Watch were: Hasbro's Samantha Lomow, FIT's Judy Ellis and Beyond Learning's Jill Gaynor.