



Fat Brain Toys®

Fat Brain Toy Co., one of the nation's leading independent toy companies, has spent the first half of 2019 setting itself up for a highly successful year.

Surprise Ride Subscription Box

The year was kicked off with the acquisition of [Surprise Ride](#), a subscription box service originally featured on ABC's "Shark Tank". With each monthly shipment, subscribers receive all the materials to complete a hands-on project, an original book, simple instructions, plus a fun keepsake. "We've been evaluating the subscription space for a number of years knowing families today want more convenient ways to get quality products for their kids," says Fat Brain Toys CEO and co-founder Mark Carson. "Surprise Ride's mission to get kids off their devices and help them engage in the real world with hands-on activities is just what the market needs." Fat Brain Toy Co. has already developed a large collection of new, high-quality Surprise Ride kits that will be ready with plenty of time before the holiday season.

Kidventor 2019 Kid Invention Contest

On May 15th, Fat Brain Toy Co. launched its third annual [Kidventor Competition](#) in which children in first through sixth grade get to submit their toy or game ideas for the chance to have their concept sold worldwide. The winner will receive a \$2,500 scholarship, a license agreement that offers ongoing royalties, \$500 in toys from Fat Brain Toys, as well as round-trip airfare and hotel accommodations for two to attend the 2020 American International Toy Fair in New York City. If the [past winners](#) are any indicator, the toy idea that wins this year's competition is sure to become a top-selling new favorite.

Fat Brain Named Toy Manufacturer of the Year

A great honor came to Fat Brain Toy Co. in June when it was named the 2019 Manufacturer of the Year by the American Specialty Toy Retailers Association (ASTRA) at their annual Marketplace & Academy. "Our annual gathering at the Marketplace & Academy is an appropriate time to pause and recognize those leaders who have had a big impact on growing the toy industry," commented ASTRA president Kimberly Mosley. "Our honorees exemplify what makes the specialty toy industry special: an appreciation for the role of play in healthy child development, a commitment to top-notch service and a willingness to help others in the industry succeed." Meanwhile, at that same event, five new products manufactured by Fat Brain Toy Co. were each awarded a "Best Toys for Kids Award", one of the most coveted awards in the business. Those toys include:

- [Playviator](#) in the Pretend Play: Vehicles category
- [Yeti or Not!](#) In the Games: Under 7 category
- [RollAgain Sorter](#) in the Infant & Toddler category
- [Morphy](#) in the Games: Family category
- [Timber Tots Tree House](#) in the Pretend Play: Imaginary category

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Selected from hundreds of nominations in 17 different categories, toys that are awarded the Best Toys for Kids Award are considered to be “the year’s top picks from America’s play experts”. “Our number one mission is developing meaningful toys and games for kids, and with validation like this, we feel like we’re right on target,” said Mark Carson. “We are truly humbled by these awards and grateful to our retail partners for their belief in our unique approach to toy design.”

Award Winning Toys & Games

The “Best Toys for Kids Awards” aren’t the only toy awards Fat Brain Toy Co. has received so far this year. Here’s a quick list of their other toys which have already been recognized for their innovation and excellence:

Winners of the Family Choice Award:

- [Jixelz 1500 Piece Set Up in the Air](#)
- [Jixelz 700 Piece Fantasy Friends](#)
- [Dimpl Wobbl](#)
- [Playviators](#)
- [Morphy](#)

Winners of the Parents’ Choice Award:

- [Pencil Nose](#) – Fun Stuff Award
- [Jixelz](#) – Fun Stuff Award
- [Playviators](#) – Recommended Award
- [Dimpl Duo](#) – Silver Award

New Product Innovation

Finally, always looking to the future, Fat Brain Toy Co. has also launched an astounding number of amazing products that will be available for retailers in time for the 2019 holiday season. Among them are [InnyBin](#), an innovative shape-sorter for toddlers, [GridBlock](#), a challenging shape-arranging game for up to four players, [SpinnyPins](#), a dynamic set of wobbling pins in a wobbly base, and [pipSquigz Ringlets](#), a set of beautifully designed silicone sensory rings for toddlers and babies.

Introducing Timber Tots

But maybe most exciting of all is their launch of the [Timber Tots](#) line of toys. A reimagining of the iconic toy line originally manufactured in the 1970s, Timber Tots is a charming collection designed to promote imagination and interaction while evoking a sense of magic and wonder. “This was one of the most beloved toys of my childhood,” says Fat Brain Toys Co-founder Karen Carson. “Each time we’ve shown the [Magic Tree House](#) to colleagues or friends, there is an immediate reaction of ‘Hey! I had that as a kid and I loved it!’” Carson also goes on to explain, “there’s an age gap in the marketplace for imaginative playsets. Timber Tots by Klorofil fills that space and we are so excited to introduce this magical line to the specialty toy industry. We know today’s preschoolers and parents will fall in love with it.”

Stay tuned throughout the rest of 2019 because, as Fat Brain Toy Co. has already proven, there’s sure to be a lot of excitement on the way!