



Organizational Profile

OVERVIEW

The Toy Association, Inc. is the not-for-profit North American trade association representing all businesses involved in creating and delivering toys and youth entertainment products for kids of all ages. The Toy Association's more than 950-member companies drive the \$27 billion U.S. domestic toy market.

The NPD Group estimates that in 2017, U.S. retail sales of toys generated approximately \$27 billion. The industry supports more than 677,258 full-time workers and generates wages of \$34.2 billion; of that total figure, 334,451 workers are directly employed by the industry. The total economic impact of the toy and game industry in the United States is \$107.5 billion.

The Toy Association is a leader in the development of sustainable global toy safety initiatives. The Association proactively developed a set of toy safety compliance practices to assist toy companies in the management of activities that confirm compliance with toy safety standards and regulations. The organization's members and staff hold key positions on U.S. and international standard-setting committees for toy safety.

The Toy Association serves as the industry's advocate on legislative and trade issues; enhances the image and growth of the industry by promoting toy products at trade shows, in the media, and via other means; and fosters consumer awareness of the benefits of toys and play.

The Toy Association's philanthropic arm, The Toy Foundation (TTF), works year-round to bring joy and comfort to children in need through the experience of toys and play. Thanks to product donation programs, fundraising efforts, strategic partnerships, grant making, and public education, since 2003 TTF has been able to distribute \$200 million in new toys to 24 million children living in poverty, suffering from chronic illness, rescued from crisis situations, in foster care, or encountering the stress of having a parent in the military.

In all its activities, the Association works closely with industry leaders, federal and state government officials, and consumer groups to promote programs that help to ensure safe play. Of equal importance is the value of play in the lives of children. The Toy Association firmly supports efforts to encourage play in children's daily routines, as it is proven to improve cognitive abilities, increase creativity, and enhance social skills, along with various other developmental benefits. The Toy Association's industry-wide campaign, The Genius of Play, supports this effort.

MISSION

The Toy Association's mission is to be a unifying force for members' creativity, responsibility, and global success, advocating for their needs and championing the benefits of play.

The organization's objectives are to:

- Unify members' creativity, responsibility, and global success
- Champion the benefits of play
- Develop the highest universal standards
- Protect the rights of factory workers
- Support free trade and fair representation on regulatory issues
- Enhance the image and growth of the toy industry

MEMBERSHIP

The Toy Association represents the interests of more than 950 members – from large to small toy producers, importers, inventors, retailers, and service providers – who comprise the broad spectrum of the toy industry.

Regular membership is open to any corporation, partnership, or individual actively engaged in the manufacture, development, importation, sale, or general distribution of toys and consumer products intended for the youth market in North America, provided that they derive a substantial portion of their revenue from such business.

Companies wishing to apply for regular membership are required to declare compliance with the principles contained in the International Council of Toy Industries (ICTI) Ethical Toy Program for ethical manufacturing or meet the requirements of i) another recognized social compliance organization or ii) another code of an equivalent or greater standard and agree to follow The Toy Association Member Code of Conduct.

Associate membership is open to any corporation, partnership, or individual that is primarily engaged in the business of rendering testing laboratory or factory audit services to the toy industry or in the promotion of children's toys and other children's products; trade associations with some overlapping membership or interests and concerns in common with The Toy Association; independent toy retailers; magazines or newsletters that primarily cover the toy industry or consumer toy products; or other businesses that provide essential services to regular members as determined by the Board of Directors.

NOTE: Associate Members do not vote, hold office, or serve as voting members of Toy Association policy committees or The Toy Association Board of Directors.

ETHICAL MANUFACTURING

www.icti-care.org

The [International Council of Toy Industries \(ICTI\) Ethical Toy Program](#) is the international toy industry's ethical manufacturing program for ensuring safe and humane workplace environments for toy factory workers worldwide. Its main goal is to provide a fair, thorough, and consistent monitoring program for factories, primarily in China, Hong Kong, and Macau, where the vast majority of the world's toys are manufactured.

CONSUMER SAFETY INFORMATION

www.playsafe.org

The Toy Association continues to act as a resource for consumers by addressing their questions and concerns about choosing safe, age-appropriate toys for their families. To help consumers understand the scope of the industry's commitment to safe and fun play, a wide variety of toy- and play-related information is regularly posted and updated on The Toy Association's consumer-facing website, PlaySafe.org. Consumers have 24/7 access to tips on safe play practices, recall notices, shopping tips, toy safety facts, frequently asked questions, and more toy safety-related information.

ENCOURAGING PLAY AND ACTIVITY

www.thegeniusofplay.org

The Toy Association is committed to educating parents and caregivers about the value of play in children’s lives. Spearheaded by The Toy Association, [The Genius of Play™](#) is a national movement to raise awareness of play’s vital role in child development.

Deeply rooted in research and facts, The Genius of Play is a leading resource on the physical, cognitive, social, and emotional benefits of play. The Genius of Play enables today’s busy parents and caregivers to use the power of play to help raise a happier, healthier, and more productive generation. Its website, www.TheGeniusOfPlay.org, has easily accessible play ideas and tips, expert advice, and other play resources.

TRADE SHOWS AND EVENTS

The Toy Association produces two major go-to-market events each year, supplemented by participation in other global events in Europe, Eastern Europe, the Middle East, and the Asia-Pacific.

- The [North American International Toy Fair](#) is the largest toy trade show in the Western hemisphere. Held each February in New York City, this marketplace brings together nearly 30,000 professionals, more than 1,000 exhibitors, hundreds of thousands of new products, and 1,000+ global media representatives to scout the latest trends in toys and play. Toy Fair’s ultimate goal is to connect those who develop, design, and produce toys with those who purchase and promote them. This is the premier North American event for industry professionals, including buyers, sellers, inventors, and designers.
- [Fall Toy Preview](#) is where influential decision-makers from mass, long-lead, and high-volume specialty retail outlets from around the world come to meet toy manufacturers and marketers with one or more lines ready for fourth quarter sales the following year. Held every October in Dallas, TX, Fall Toy Preview features mixed booth formats that accommodate private appointments as well as walk-in business.

The Association also sponsors industry leadership events and conferences to spotlight trends, recognize achievements (e.g., [Toy of the Year Awards](#) and the [Toy Industry Hall of Fame](#)), and deliver information tailored specifically for trade executives (e.g., [Credit Conferences](#) and [PlayCon: the International Conference of Play Professionals](#)). The Toy Association also produces a play-based, consumer-driven event ([Play Fair](#)).

MORE INFORMATION

info@toyassociation.org

Adrienne Appell
Director, Strategic Communications
aappell@toyassociation.org
646.520.4863

Laurie Chartorynsky
Communications Specialist, Content Developer
lchartorynsky@toyassociation.org
646.454.5590

The Toy Association, Inc.
www.ToyAssociation.org

The Toy Association’s Consumer Safety Resource
Website
www.PlaySafe.org

The Genius of Play
www.theGeniusofPlay.org

The Toy Foundation
www.ToyFoundation.org

Headquarters 1375 Broadway Suite 1001 New York, NY 10018 Tel 212.675.1141 Fax 212.633.1429	Washington, DC Office 1200 G Street, NW Suite 200 Washington, DC 20005 Tel 202-459-0354
--	---