



## Organizational Profile

### OVERVIEW

About The Toy Association™ [toyassociation.org](http://toyassociation.org) / [toyfoundation.org](http://toyfoundation.org) / [peopleofplay.com](http://peopleofplay.com) / [thegeniusofplay.org](http://thegeniusofplay.org) / [playsafe.org](http://playsafe.org)

Founded in 1916, The Toy Association™, Inc. is the North American business trade association representing all businesses involved in creating and delivering toys and youth entertainment products for kids of all ages. The Toy Association leads the health and growth of the U.S. toy industry, which has an annual U.S. economic impact of \$157.5 billion, and its roughly 900 members, including manufacturers, retailers, licensors, and others who are involved in the youth entertainment industry, drive the annual \$41 billion U.S. domestic toy market. The industry supports an estimated 667,241 full-time workers and generates \$42.1 billion in wages for U.S. workers.

The organization has a long history of leadership in toy safety, including helping develop the first comprehensive toy safety standard more than 40 years ago. The Toy Association remains committed to working with worldwide medical experts, government, consumers, and industry on ongoing safety programs and outreach, including through [PlaySafe.org](http://PlaySafe.org), its one-stop safety resource for parents and caregivers.

As a global leader, The Toy Association produces the world-renowned Toy Fair™ in New York City; hosts marketplace activities in Los Angeles; engages in state, federal, and international advocacy on behalf of its members; supports the inventor and design community through People of Play™ and its numerous assets and events, including the consumer-facing Chicago Toy & Game Fair; sustains the Canadian Toy Association; acts as secretariat for the International Council of Toy Industries and International Toy Industry CEO Roundtable; and chairs the committee that reviews and revises America's widely emulated ASTM F963 toy safety standard.

The Toy Association's philanthropic arm is The Toy Foundation™, a 501 (c)(3) children's charity that acts as the unifying force for the collective philanthropy of the toy industry. To date, The Toy Foundation has delivered the joy of play to 32 million children in need worldwide.

In all its activities, The Toy Association upholds the value of play in the lives of both children and adults. The Association firmly supports efforts to encourage play in children's daily routines, as well among adults of all ages, as it is proven to improve cognitive abilities, increase creativity, and contribute to social and emotional well-being, along with various other benefits. The Toy Association's industry-wide campaign, The Genius of Play, supports this effort.

*\* based on Circana Checkout data*

### 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:

- Develop & maintain the highest universal standards
- Support free trade and fair representation on regulatory issues
- Enhance the image and growth of the toy industry

- Protect the rights of factory workers
- Champion the benefits of play

## MEMBERSHIP

The Toy Association represents companies of all sizes – including manufacturers, retailers, licensors, inventors, and others – who comprise the broad spectrum of the toy & youth entertainment 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 children’s consumer products intended for the North American market.

Companies wishing to apply for regular membership are required to declare compliance with the principles contained in the 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

[ethicalsupplychain.org](http://ethicalsupplychain.org)

The [ICTI Ethical Supply Chain Program \(ESCP\)](#) is a specialist responsible sourcing program to help businesses measure and achieve their Environmental, Social, and Governance (ESG) objectives, mitigate labor risks and realize a safe and ethical workplace for workers. Originally designed for the needs of the global toy industry, it is now deployed in many sectors with all programs applicable to any industry. With 20 years’ experience, ESCP is known for its robust Supplier Certification, remote Social Impact Assessment & Environmental Assessment, wide range of capability-building programs, and scalable worker wellbeing initiatives.

## CONSUMER SAFETY INFORMATION

[playsafe.org](http://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 available 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

[thegeniusofplay.org](http://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, [TheGeniusOfPlay.org](#), has easily accessible play ideas and tips, expert advice, and other play resources.

## TRADE SHOWS AND EVENTS

The Toy Association owns and produces Toy Fair®, supplemented by participation in other global events in Europe, Eastern Europe, the Middle East, and the Asia-Pacific.

[Toy Fair](#) is the most iconic trade show in the business of play. Toy Fair brings manufacturers, inventors and designers, buyers, distributors, entertainment executives, media, and play professionals together to strengthen business and showcase hundreds of thousands of toys and play products under one roof at the crossroads of the world.

The Toy Association sponsors industry leadership events, conferences, and programs to spotlight trends, foster growth within the inventor-designer community (e.g.: Creative Factor), recognize achievements (e.g., The Toy Foundation's [Toy of the Year® Awards](#) and the [Toy Industry Hall of Fame](#)), and deliver information tailored specifically for trade executives (e.g., [Credit Meetings](#)).

## MORE INFORMATION

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**The Toy Association's Consumer Safety  
Resource Website**  
[www.PlaySafe.org](http://www.PlaySafe.org)

**The Genius of Play**  
[www.theGeniusofPlay.org](http://www.theGeniusofPlay.org)

**People of Play Website Supporting and  
Connecting the Inventor Community**  
[www.PeopleofPlay.com](http://www.PeopleofPlay.com)

**The Toy Foundation**  
[www.ToyFoundation.org](http://www.ToyFoundation.org)

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