

Kids' Top 10 Toy Picks Show They Want Action

(NAPSA)—The experts have spoken, and they want action—action-packed play, that is! Kids across the country have voted for their favorite toys and the high-speed, versatile “Gearhead Street Savage RC Vehicle” is number one in the 14th Annual DURACELL® Kids’ Choice Toy Survey™.

The 2001 “Top 10” toys in the kid-tested, kid-approved survey are:

1. Gearhead Street Savage RC Vehicle (DSI Toys, Inc.)
2. Racin’ Rider RC Cycle (Little Tikes)
3. CAT Tough Loader (Fisher-Price)
4. Barbie “Sing With Me” Karaoke Machine (KIDdesigns)
5. Shootout Soccer (Mega Bloks)
6. Power Pop-Up T-Ball (Sport-Fun)
7. Kawasaki Mega Deluxe Drum Pad (DSI Toys, Inc.)
8. Radio Flyer Racer Pedal Car (Radio Flyer, Inc.)
9. E-Shoop Hula Hoop (Wham-O Inc.)
10. Rock-A-Bye Chou Chou (Zapf Creations)

Survey results are based on the votes of more than 700 children, ages four to eleven, who “play tested” 25 of the year’s best new toys and games for a seven day period in 15 YMCA summer camps nationwide.

According to Julie Creighton, director of the DURACELL Kids’ Choice Toy Survey, “One of the most surprising findings of this year’s “Top 10” is the extent to which so many of the toys are updated versions of the classics that have appealed to kids for generations. Whether a hula hoop, pedal car or a remote control motorcycle, these toys remain popular largely because of the active play benefits they offer.”

Radio control vehicles have become classics in their own right, and kids voted two of them—the high-speed Gearhead Street Savage RC Vehicle and the easier-to-



CHILD’S PLAY—This year’s favorites range from active to imaginative play.

operate Racin’ Rider RC Cycle—to the first and second place spots, respectively.

Toys like Shootout Soccer, which invites kids to design their own soccer stadium and then to “kick” the ball into a goal, represent traditional “imaginative play” toys that have been enhanced for greater appeal. The same holds for the E-Shoop Hula Hoop, a hula hoop that features an electronic counter and timer, and Power Pop-Up T-Ball, which releases a spring-action-operated ball at just the right height for youngsters to hit with a bat.

Although there remain clear differences between boys’ and girls’ favorites, girls’ choices bridged the gap more than boys’ choices in 2001. Such traditionally “masculine” toys as Gearhead Street Savage, CAT Tough Loader and Radio Flyer Pedal Car all found a place among the girls’ “Top 10” picks. The boys’ list, on the other hand, did not include any toys that would be considered traditionally “feminine,” such as the Rock-A-Bye Chou Chou doll or Café Play Boutique Bakery.

The toys named in the survey range in price from \$15 to \$160 and are available at many retail stores and Web sites where toys are sold. More information about the toys can be found at www.duracell.com or by calling 1-800-BEST-TOYS.