

Toy Time Machine

Classic Toys Are Making A Comeback In 2015!



Kids today are enjoying the same toys their parents and even their grandparents once played with.

(NAPSA)—If you could open a time capsule from the most loved toys from throughout the last 100 years, you'd see that what's old is new again on the toy aisle this year, and classic brands are expected to be the biggest hits for Christmas 2015. Many of these brands have reinvented themselves in modern ways to reach today's savvy kid consumer, yet still offer the same trusted attributes that parents/grandparents know and love.

Girl Scouts (103 Years Old)

Founded in 1912, and boasting 59 million women alumnae in the U.S., Girl Scouts and the toy manufacturer Wicked Cool introduce the Girl Scouts Cookie Oven this fall. This real working oven comes complete with tools and mixes that allow fans of beloved Girl Scout Cookies® to make them at home—SRP \$59.99.

Colorforms (64 Years Old)

Founded in 1951, Colorforms is one of the oldest and best-known brands for creative storytelling in the toy industry. Since its inception, more than 1 billion Colorforms play sets have been sold. Named one of the “Top 100 Toys of All Time” by Time magazine, Colorforms releases a new, truly innovative line this fall with popular themes like Frozen, Despicable Me, Teenage Mutant Ninja Turtles and more. SRPs for every comfort level: \$2.99 to \$29.99.

Star Wars (38 Years Old)

Over the course of 1977–1985, more than 300 million Star Wars action figures were sold, and since the release of Episode I in 1999, the toys haven't been absent from store shelves. But fall 2015 finally brings us truly science-based toys for this sci-fi fantasy. The Force Trainer II: Hologram Experience by Uncle Milton literally uses the power of your mind to re-create your favorite Star Wars scenes to move hologram images. Control your destiny for an SRP of \$119.99.

Strawberry Shortcake (35 Years Old)

During the 1980s, Strawberry Shortcake was a megahit for young girls. Since then, she's seen several updated looks to cater to the current marketplace, but her wholesome values and strength of character have remained the same. The 35th Birthday Celebra-

tion doll line by The Bridge Direct is due out later this year and includes a classic anniversary rag-doll reminiscent of the original—still sweetly scented. Today's Strawberry is also a true tech and social media maven who has more apps and followers than you can shake a Berry Bitty stick at.

Care Bears (33 Years Old)

Introduced in 1982, the Care Bears were one of the most successful warm and fuzzy toy lines of the Cold War era. Today's Care Bears are 50 percent more huggable and all come in different colors, each having a Belly Badge on its tummy that represents its unique power. A true standout among the crowd this fall is the Care Bears Sing-a-longs by Just Play that interact with each other (SRP of \$29.99.) Sharing goes even further with the Care Bears Cousins series premiering on Netflix in early 2016.

Cabbage Patch Kids (33 Years Old)

Created by Xavier Roberts, these iconic dolls were mass-produced for store shelves starting in 1982, setting off a holiday frenzy. Cabbage Patch Kids went on to become one of the most popular toys of the 1980s and one of the most successful doll franchises of all time. New dolls, worthy of cheek-pinching adoption, along with adoptable pets, wigs and other role-play toys by Wicked Cool Toys, launch this fall at major retailers with SRPs ranging from \$9.99 to a whopping \$329.99 for the girl who has everything.

Power Rangers (22 Years Old in America—40 Years Old in Japan)

Catapulted to popularity during the early 1990s with a line of action figures based on a live action series featuring teams of costumed heroes and villains, Power Rangers is the longest-running boys action property of all time. The brand continues to morph on shelf with dozens of new figures, weapons and gear for 2015 including the Deluxe Megazord (SRP \$34.99.)

So popular are these retro toy brands to kids (of yesterday and today) that a “Toy Time Machine” tour is planned for fall 2015 to help fans go “back to the good ol' days.” H.G. Wells would be proud.