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Dolls from Adora and instruments from Woodstock Chimes facilitate creative play.

Amidst Tech Toys, Don't Forget Gifts That Encourage Creative Play

Edison, NJ – Tech toys may be climbing to the top of children's Christmas wish lists this year, but toy experts warn that Santa's sack should also include toys that encourage creative play and movement. While they might not boast flashy bells and whistles like electronic gifts, traditional toys are important to child development and should not be forgotten this season.

"It seems technology now permeates almost every kind of toy category on the toy shelves," says Marianne Syzmanski, President of Toy Tips, Inc. "Parents run the risk of stocking the playroom with items that undermine the important developmental aspects of childhood play. Creative play enhances and captures the imagination of a child. Toys that fuel this imagination stimulate positive and healthy intellectual growth."

While dolls typically top the list of toys that encourage creative play among girls, parents are becoming more selective about the types of dolls they purchase for their daughters. A recent survey by market research firm Synovate* reveals that 85 percent of moms are "tired of the sexpot dolls and characters." Nine out of 10 moms wish they could find more wholesome dolls in toy aisles. Award-winning doll manufacturer, Adora, whose dolls can be found at specialty toy stores, is aiming to meet parents' needs this season with dolls that are both wholesome and encourage creative play. Dolls in its Limited Edition collection hail from countries across the globe, while its Name Your Own Baby Collection represents four ethnicities -- Caucasian, African American, Asian and Hispanic -- allowing girls to find dolls that reflect their own identity.

For more gender-neutral toys that encourage creative play, gift-givers should consider musical instruments designed for small hands. Researchers have shown that everyone has musical abilities, but those talents do need nurturing. Products from the Woodstock Music Collection

nurture the musical abilities of children as young as eight months. Woodstock owner Garry Kvistad is himself a musician who founded the company with the goal to make playing musical accessible to all. Budding musicians will enjoy colorful instruments like the Mini-Tambourine, Lollipop Drum, Electric Guitar and the Best-selling Chimalong, which are scaled-down versions of the real instruments.

In addition to dolls and musical instruments, other skill-building toys include games, sports gear, plush, arts and crafts and more. Syzmanski, whose company is known for grading toys according to their skill-building merits, has one final overarching message for shoppers. "Look for toys that kids can touch, role play, make, invent, act out, build, tell a story and dress up," she says.

Adora Dolls are available for purchase by calling (877) 692-3672 or online at www.AdoraDoll.com. Products from the Woodstock Music Collection can be purchased at www.chimes.com or (800) 422-4463.

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