A logo for a toy association

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**Organizational Profile**

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| **Overview** |
| The Toy Association™, Inc. is the not-for-profit North American trade association representing hundreds of companies involved in the youth entertainment industry. Toy Association manufacturing members account for 93% of U.S. toy and game sales, which were approximately $40 billion\* in 2022.  The Toy Association leads the health and growth of the U.S. toy industry, which has an annual U.S. economic impact of $102.4 billion, and is the nation’s most effective resource and influential advocate for hundreds of companies including manufacturers, retailers, licensors, and others who are involved in the youth entertainment industry. The industry supports an estimated 572,006 full-time workers and generates $33.7 billion in wages for U.S. workers.  For more than 40 years, The Toy Association has been a global leader in toy safety, having helped develop the first toy safety standard in the U.S. This safety standard is considered the “gold standard” for safety and has been emulated by countries around the world. 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://www.playsafe.org/), its one-stop safety resource for parents and caregivers.  The Toy Association powerfully and effectively advocates on behalf of members’ businesses in North America and in markets spanning every continent. The Association produces the world-renowned [Toy Fair®](https://www.toyfairny.com/) and provides members with programs, products, actionable research, and consumer events to help grow their businesses globally.  The Toy Association’s philanthropic arm, The Toy Foundation™ (TTF), is a 501 (c)3 children's charity whose mission is to provide philanthropic support and the vital commodity of play to children and families in need, across the country and globe. TTF's donations represent the charitable works of TTF and the toy industry. Since its inception in 2003, TTF's signature Toy Bank has provided $225 million in toys to more than 26 million underserved children coping with serious illness, enduring temporary home placements in the foster care system, living with domestic violence, and/or dealing with natural disasters. TTF also provides grant funding to children's hospitals to encourage healing through play and fosters a diverse and inclusive culture and pipeline of talent for the toy industry.  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 consumer products intended for the youth market in North America, provided 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 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. |

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| **Ethical manufacturing** | | [www.ethicaltoyprogram.org/en/](https://www.ethicaltoyprogram.org/en/) |
| The [ICTI Ethical Toy Program](https://www.ethicaltoyprogram.org/en/) 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 where the vast majority of the world’s toys are manufactured. | | |
| **CONSUMER Safety INformation** | | [www.playsafe.org](http://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 available on The Toy Association’s consumer-facing website, [PlaySafe.org](http://www.toyinfo.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](http://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](http://www.thegeniusofplay.org/)™ 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](http://www.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](https://toyfairny.com/) 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](http://www.toyassociation.org/ta/events/toty/toys/events/toy-of-the-year-awards-home.aspx) and the [Toy Industry Hall of Fame](http://www.toyassociation.org/ta/events/hof/toys/events/toy-industry-hall-of-fame-home.aspx)), and deliver information tailored specifically for trade executives (e.g., [Credit Meetings](https://www.toyassociation.org/ta/events/credit/toys/events/credit-conferences.aspx?hkey=57c01d2c-0f9c-471e-9fe8-21081145619e)). The Toy Association also produces [The Play Date](https://www.toyassociation.org/ta/events/playdate/toys/events/the-play-date.aspx), a Q1 media event created in partnership with Adventure Media & Events, that gives consumer, trade, and business press a first look at the brands and products that will be hot throughout the year. | | |
| **More Information** | | |
| [info@toyassociation.org](mailto:info@toyassociation.org)  Adrienne Appell  Executive Vice President, Marketing Communications  [aappell@toyassociation.org](mailto:aappell@toyassociation.org)  646.520.4863  Kristin Morency Goldman  Senior Director, Strategic Communications  [kmorency@toyassociation.org](mailto:kmorency@toyassociation.org) 646.454.5582 | **The Toy Association, Inc.**  [www.ToyAssociation.org](http://www.toyassociation.org/)  **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)  **The Toy Foundation**  [www.ToyFoundation.org](http://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 | |