



HALSALL SHORT-LISTED FOR PRESTIGIOUS INDUSTRY AWARDS!

Halsall International Ltd, has been short-listed for a number of prestigious toy and license industry awards for 2009. A leading manufacturer of licensed toys for some of the biggest and most high profile children's brands in the toy market, the firm is thrilled that it's popular range of The X Factor musical toys and board game has been nominated as a Top 5 finalist in the Licensing Awards 2009 within the 'Best Licensed Toys or Games Range' category. In addition, the JCB brand, for which Halsall is master toy licensee with an extensive range of JCB replica vehicles, role-play, wheeled and outdoor toys, has been shortlisted in the category of Best Licensed Brand Property.

The Licensing Awards have become the accolades to strive for within the licensing industry and recognise the evolving world of licensing across entertainment, brands, sport and celebrity properties not only for toys but for all other product categories such as apparel, publishing, stationery, giftware, party, house wares and food & drink.



Halsall's The X Factor range of musical toys and board game will be battling for the 'Best Licensed Toys or Games Range' title against some of the biggest toy names in the market. The JCB brand is also up against strong competition to win the accolade of Best Licensed Brand Property.

The winners of all categories will be announced at a ceremony on Thursday 10th September in London. Andrew Coplestone, Halsall Marketing Director, commented "We are absolutely delighted that our range of The X Factor toys and the JCB brand have been named as finalists in these prestigious industry awards. The Licensing Awards recognise excellence not only within the toy market but across the entire licensing industry and the achievement for both The X Factor range and the JCB brand of even being shortlisted in these high profile awards is fantastic."

Coplestone continues "The X Factor has become an entertainment phenomenon in its own right with a massive fan base of avid young viewers. With Series 6 about to recommence on ITV1 from 22nd August and run uninterrupted through to the pre- Christmas final show mid December, the timely announcement of these award nominations is an added bonus. Young viewers in particular love to pretend they are on the stage, performing like their favourite pop stars or The X Factor contestants and Halsall's musical toys range and board game enables them to recreate the excitement of the show for themselves!"

In addition, Halsall's Mamas & Papas 'Herbie' Dolls Pram (available to buy from Argos, Tesco and Littlewoods) and Fifi and the Flowertots 12" bike (available from Toys R Us) have also been shortlisted for the Right Start Best Toy Awards 2009. These awards are promoted by the organizers as 'a hallmark of excellence in the UK'. Toys, books and software entered are put through stringent testing to ensure they offer children the highest quality.



Products that win Right Start awards will be featured with full editorial review, image and stockist details in the Right Start Best Toy Guide 2009, which is distributed with the November/December 2009 issue of Right Start magazine - the essential family life magazine for parents of children aged 6 months to 7 years. Published in association with Tumble Tots, the UK's leading pre-school physical activity program, Right Start has a circulation of 56,000 per issue and a readership in excess of 200,000 per issue.



An invaluable shopping guide for readers, the Right Start Best Toy Guide carries significant editorial endorsement. Halsall's Coplestone stated "The Right Start awards are a widely recognized mark of distinction which provides purchasers of toys with an effective guarantee of quality in the all-important run-up to the Christmas shopping season. We are thrilled that two of Halsall's toys are in the running to be named a 'Right Start Best Toy'.

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PRESS CONTACT

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