

W.A.T.C.H.'S 2014 NOMINEES FOR "10 WORST TOYS":

Embargo until 10 AM, Nov. 19,2014

AIR STORM FIRETEK BOW



Price:	\$15.00-\$24.97
Manufacturer or Distributor:	Zing
Retailer(s):	Walmart, Amazon.com
Age Recommendation:	“DESIGNED FOR KIDS 8+”
Warnings:	“WARNING: Do not aim at eyes or face. Do not aim or shoot at people or animals” “WARNING: Arrows should not be pulled back at more than half strength” “WARNING: Not for play in complete darkness....” and other warnings on packaging

HAZARD: POTENTIAL FOR EYE INJURIES!

W.A.T.C.H. OUT! This “light-up power” bow and arrow set is sold with three “screaming whistle” arrows which are marketed as being able to fly “up to 145 ft!” Remarkably, among the many warnings for children is an instruction that arrows not be pulled back “more than half strength”, and that the “fire glow” illuminated arrows and bow, designed for “night or day”, are “[n]ot for play in complete darkness.”

RADIO FLYER ZIGGLE



Price:	\$39.99
Manufacturer or Distributor:	Radio Flyer, Inc.
Retailer(s):	Target, Toys R Us, Amazon.com
Age Recommendation:	"3-8 Years"
Warnings:	"WARNING: To avoid serious injury: continuous adult supervision required. Never use near motor vehicles, streets, swimming pools, hills, steps, or sloped driveways...." and other warnings/cautions

HAZARD: POTENTIAL FORHEAD AND OTHER IMPACT INJURIES!

W.A.T.C.H. OUT! The seat of this small, four-wheeled cycle is approximately 8 inches off the ground. Young children are encouraged to "swerve & spin", "try new tricks" and "race around the block...." Its low profile makes the toy potentially hazardous for outdoor use. Furthermore, despite a warning to "always wear" a helmet and other safety gear, the young rider pictured on the box is wearing no protection.

W.A.T.C.H.'S 2014 NOMINEES FOR "10 WORST TOYS":

CATAPENCIL



Price:	\$3.99
Manufacturer or Distributor:	Toysmith
Retailer(s):	Amazon.com, Ebay.com, Learning Express
Age Recommendation:	None
Warnings:	None

HAZARD: POTENTIAL FOR EYE INJURIES!

W.A.T.C.H. OUT! Children of all ages, while being advised to “play safe and enjoy”, are also encouraged to use a pencil-turned-catapult for “target practice for your desktop!” Sharpened pencils should not be marketed as playthings, much less a miniature slingshot-style launcher.

There are no warnings or age recommendations.

ALPHABET ZOO ROCK & STACK PULL TOY



Price:	\$19.99
Manufacturer or Distributor:	Skip Hop
Retailer(s):	Amazon.com, Toys R US, Magic Beans
Age Recommendation:	"AGES 18m+"
Warnings:	"WARNING.... Never leave child unattended. Always use with adult supervision. Not suitable for children under the age of 18 months due to strangulation hazard....", and other warnings/cautions on package

HAZARD: POTENTIAL FOR STRANGULATION AND ENTANGLEMENT INJURIES!

W.A.T.C.H. OUT! Despite the industry's standard requiring strings on playpen and crib toys to be less than 12 inches in length, manufacturers are still permitted to market "pull toys" such as the "Alphabet Zoo Rock & Stack" with a cord measuring approximately 20 inches. Remarkably, the manufacturer recognizes the potential for strangulation in a warning on the bottom of the package, but nowhere on the toy itself.

W.A.T.C.H.'S 2014 NOMINEES FOR "10 WORST TOYS":

SWAT ELECTRIC MACHINE GUN



Price: \$9.99
Manufacturer or Distributor: Junxing Toys Industrial Co., LTD; Toy 2U
"Manufactory" Company, LTD
Retailer(s): Kmart
Age Recommendation: "For Ages 5+"
Warnings: "CAUTIONS: This toy is a replica of a real weapon and is designed for amusement only. This is not to be used against any living beings. This product may be mistaken for an actual firearm by law enforcement officers and others", and other cautions on packaging

HAZARD: REALISTIC TOY WEAPONRY!

W.A.T.C.H. OUT! In today's world, there is no excuse for outfitting children with realistic toy weapons designed to produce potentially dangerous and unnecessary thrills. Existing regulations addressing the hazards associated with such "toys" are inadequate. Detailed replicas have resulted in a number of deaths through the years and should never be sold as toys.

W.A.T.C.H.'S 2014 NOMINEES FOR "10 WORST TOYS":

WOODEN INSTRUMENTS



Price:	\$9.97
Manufacturer or Distributor:	Walmart Stores, Inc.
Retailer(s):	Walmart
Age Recommendation:	"12m+"
Warnings:	None

HAZARD: POTENTIAL FOR INGESTION AND CHOKING INJURIES!

W.A.T.C.H. OUT! This multi-colored instrument set is sold for babies as young as twelve-months-old. The manufacturer provides no warnings regarding the slender, rigid approximately 4½" long drumstick, which has the potential to be mouthed and occlude a child's airway.

W.A.T.C.H.'S 2014 NOMINEES FOR "10 WORST TOYS":

BOTTLE ROCKET PARTY



Price: \$14.99
Manufacturer or Distributor: Norman & Globus, Inc.
Retailer(s): Walmart.com, Amazon.com, Village Toy Shop
Age Recommendation: "Ages 8+"
Warnings: "WARNING: This kit makes use of projectiles which may be harmful if misused.... This kit must only be used under the strict supervision of adults....", and other warnings/cautions

HAZARD: POTENTIAL FOR EYE, FACE, AND OTHER IMPACT INJURIES!

W.A.T.C.H. OUT! 8-year-old children, or "rocketeers", are advised by the manufacturer of this "party kit" that "shooting off bottle rockets is a major event." The package comes with yellow caution tape, however required "safety goggles" are not supplied.

LiL' CUTESIES – BEST FRIENDS



Price: \$4.84 - \$7.99
Manufacturer or Distributor: JC Toys Group, Inc.
Retailer(s): Kmart, Toysrus.com, Amazon.com
Age Recommendation: "Ages 2+"
Warnings: "WARNING: All tags, plastic and/or elastic loops, tabs, ties and mounting accessories are not part of this toy and should be discarded for your child's safety" (packaging)

HAZARD: *POTENTIAL FOR CHOKING INJURIES!*

W.A.T.C.H. OUT! These dolls, marketed for oral-age children as young as 2-years-old, are touted as the "perfect friend for your little one." Many of these toys, however, are sold with a decorative bow made of ribbon which can detach from the head of the baby doll, posing the potential for choking if ingested.

W.A.T.C.H.'S 2014 NOMINEES FOR "10 WORST TOYS":

TRUE LEGENDS ORCS BATTLE HAMMER



Price:	\$14.49
Manufacturer or Distributor:	Toys R US
Retailer(s):	Toys R US
Age Recommendation:	"3+"
Warnings:	None

HAZARD: POTENTIAL FOR BLUNT IMPACT INJURIES!

W.A.T.C.H. OUT! 3-year-old children are encouraged to play the part of a "Savage Orc" by wielding a hard plastic "Battle Hammer" measuring almost 2 feet in length. There are no accompanying cautions or warnings.

W.A.T.C.H.'S 2014 NOMINEES FOR "10 WORST TOYS":

COLORED HEDGEHOG



Price: \$10.99
Manufacturer or Distributor: Toys R US
Retailer(s): Toys R US
Age Recommendation: "0+"
Warnings: "CAUTION: Remove all tags, twist-ties and plastic loops before giving toy to a child" (on tag only)

HAZARD: POTENTIAL FOR INGESTION/ASPIRATION INJURIES!

W.A.T.C.H. OUT! This soft, colorful hedgehog is sold for infants. The toy has long, fiber-like hair that is not adequately rooted and is easily removable, presenting the potential for ingestion or aspiration injuries. This hazard is not referenced anywhere on the product or product tag.