



NEW EVER AFTER HIGH DOLLS ARE HOT TOY FOR KIDS' XMAS

New fairytale inspired Ever After High Dolls and the world's smallest toy helicopter will be the hottest children's toys this Christmas, predicts Target Australia, the country's largest toy retailer.

Target is launching the Ever After High Dolls and the Silverlit Nano Falcon Helicopter first in Australia as part of its annual mid-year Toy Sale, which launches at its Toy Sale Premiere Event on Wednesday, 23 July in all stores nationally and online.

Target Merchandise Trading Director, Richard Jones said both toys would top girls' and boys' wish lists for Christmas this year.

"The Ever After High Dolls by Mattel have been the must-have girls' toy in the US this year, and Australian girls will love them too," Richard said.

The Ever After High Dolls are inspired by a successful animated series in the US based on a high school of teenage sons and daughters of famous fairytale characters who must decide whether or not to follow in their fabled parents footsteps. The range consists of seven dolls, with Target stocking the full range.

"While for boys, the Silverlit Nano Falcon Helicopter is the Guinness World Record holder for the world's smallest infra-red model helicopter and has been a runaway toy hit overseas," Richard said.

Target's mid-year Toy Sale, 'The Greatest Toy Sale On Earth', runs until August 6 and customers will be able to layby toys until December.

"We've listened to Australian mums and delayed our toy sale until July 23 in order to gain access to many new, first in Australia toys at the best prices guaranteed," Richard said.

"Target is delighted to be bringing hundreds of new and exclusive toys at the best price to families this Christmas. These are the toys kids will love, many of which will be available in Australia for the first time."

Richard said the most popular Australian boys' and girls' toys for Christmas 2014 are expected to be those focused on imagination.

"Toys such as dolls, toy cars, action figures and Lego remain popular with children as they encourage children to use their imagination, and create their own world of make-believe to learn and play," he said.

Below are Target's Top Boys, Girls, Preschool and Outdoor Toys for Christmas 2014 – available exclusively at the mid-year Target Toy Sale.





THE TOP 20 TOYS FOR CHRISTMAS 2014

Available exclusively at the mid-year Target Toy Sale

TARGET - TOP 5 GIRLS TOYS

1. Ever After High Rebels & Royals Dolls
2. La La Loopsy 3 in 1 Fairytale Pack
3. Barbie Doll and Boat
4. Monster High Hybrid Dolls
5. My Little Pony Super Fashion Pony

TARGET - TOP 5 BOYS TOYS




















1. Silverlit Nano Falcon Helicopter
2. Hot Wheels Car Wash Playset
3. Lego Starwars Ewok Village
4. Teenage Mutant Ninja Turtles Remote Control Shellraiser Vehicle
5. Transformers 4 Silver Knight Optimus Prime

TARGET – TOP 5 PRE-SCHOOL TOYS

1. Fisher Price Laugh & Learn
2. Peppa Pig Ultimate Playset
3. Little Tikes Activity Garden Pop 'n' Walk
4. Young Ones Activity Play Table
5. Imaginext Superman & Exoskeleton

TARGET – TOP 5 OUTDOOR TOYS

1. Razor Beast
2. Mercedes Benz ML350
3. Nerf Rebelle Starshot
4. Piping Hot Roller Shoes
5. Caterpillar 12V Bulldozer

<p>1</p> <p>EVER AFTER REBELS & ROYALS DOLLS</p> 	<p>1</p> <p>SILVERLIT NANO FALCON HELICOPTER</p> 	<p>1</p> <p>FISHER PRICE LAUGH & LEARN</p> 	<p>1</p> <p>RAZOR BEAST</p> 
<p>2</p> <p>LA LA LOOPSY 3 IN 1 FAIRYTALE PACK</p> 	<p>2</p> <p>HOT WHEELS CARWASH PLAYSET</p> 	<p>2</p> <p>PEPPA PIG ULTIMATE PLAYSET</p> 	<p>2</p> <p>MERCEDES BENZ ML350</p> 
<p>3</p> <p>BARBIE DOLL & BOAT</p> 	<p>3</p> <p>LEGO STARWARS EWOK VILLAGE</p> 	<p>3</p> <p>LITTLE TIKES ACTIVITY GARDEN POP 'N' WALK</p> 	<p>3</p> <p>NERF REBELLE STARSHOT</p> 
<p>4</p> <p>MONSTER HIGH HYBRID DOLLS</p> 	<p>4</p> <p>TMNT REMOTE CONTROL SHELLRAISER</p> 	<p>4</p> <p>YOUNG ONES ACTIVITY PLAY TABLE</p> 	<p>4</p> <p>PIPING HOT ROLLER SHOES</p> 
<p>5</p> <p>MY LITTLE PONY SUPER FASHION PONY</p> 	<p>5</p> <p>TRANSFORMERS 4 SILVER KNIGHT OPTIMUS PRIME</p> 	<p>5</p> <p>IMAGINEXT SUPERMAN & EXOSKELETON</p> 	<p>5</p> <p>CATERPILLAR 12V BULLDOZER</p> 

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