

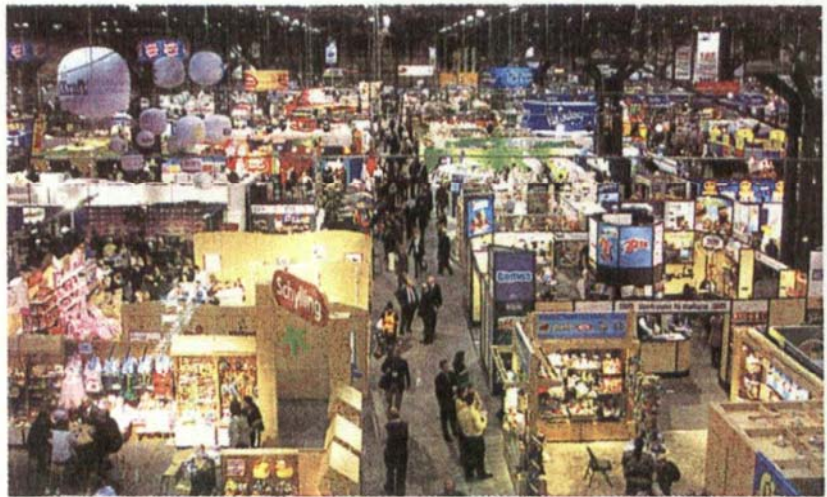
## Toy Fair showcases a revival of the low-tech plaything

BY YELENA MOROZ

NEW YORK — No show carries as much nostalgia for childhood as Toy Fair. But then, who can resist the pretty faces of Uglydolls, LEGO construction and Be Amazing Toys science kits that make cold snow out of powder?

The 105th Toy Fair held at the Jacob K. Javits Convention Center last month invited more than 1,500 global toy companies and 12,000 retail buyers, a 12% increase from last year, to the multibillion playground. Total show attendance rose to 27,750, a 5% increase from 2007. "There was an incredible amount of energy this year," said Reyne Rice, toy trends specialist for the Toy Industry Association.

Toys that teach children to be citizens of the world also enchant parents, said Rice. Dolls from the Karito Kids line give back to the community by introducing options to its young consumers that help with charitable causes. Green toys are on the upswing underlining earth-consciousness ideals not only with product but packaging as well.



Toy Fair 2008's show floor was packed with nearly 28,000 attendees, with many of the latest items focusing on imagination and social skills.