



Mattel Tops 2022 'Toy of the Year' Award Finalist List

November 8, 2021

Mattel leads the toy industry for the third year in a row with a record seventeen 'Toy of the Year' Award finalist nominations

EL SEGUNDO, Calif.--(BUSINESS WIRE)--Nov. 8, 2021-- Mattel, Inc. (NASDAQ: MAT) today announced that the company's portfolio of toys has received a record-breaking seventeen finalist nominations across more than a dozen categories for The Toy Association's 2022 Toy of the Year (TOTY) Awards. For the third year in a row, the company leads the industry in the number of finalists, which include toys from American Girl®, Barbie®, Fisher-Price®, Hot Wheels®, Masters of the Universe®, Polly Pocket® and additional licensed properties and games.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20211108005818/en/>



The full list of Mattel's nominated products are as follows:

- American Girl 35th: Specialty Toy of the Year
- Barbie Extra: Doll of the Year
- Barbie Dreamhouse™: Playset of the Year
- Barbie: License of the Year
- Crossed Signals™: Game of the Year
- Fisher-Price 4-in-1 Ultimate Learning Bot: Infant/Toddler Toy of the Year
- Fisher-Price B.B. Hoopster™: Preschool Toy of the Year
- Fisher-Price Power Wheels® Hot Wheels Racer: Outdoor Toy of the Year
- Hot Wheels Color Reveal™: Vehicle of the Year
- Hot Wheels R/C 1:10 Tesla Cybertruck: Grown-Up Toy of the Year
- Hot Wheels Red Line Club: Collectible of the Year
- Jurassic World Ocean Protector Mosasaurus: Action Figure of the Year
- Masters of the Universe: License of the Year
- Masters of the Universe: Masterverse: Action Figure of the Year
- Polly Pocket Compacts – Pocket

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World Assortment: Collectible of the Year

- Spirit Untamed Ride Together™ Lucky & Spirit: Doll of the Year
- Star Wars™ The Mandalorian™ The Child Real Moves Plush: Plush Toy of the Year

"Mattel truly has the best talent, dedicated to creating the best toys in the world," said Richard Dickson, President and Chief Operating Officer, Mattel. "We could not be more proud of our people, our products and the industry we play in. Each day, we are driven by the gratifying experience of designing toys that deliver joy, magic and memories for kids."

"By teaming with best-in-class retail partners we are able to deliver Mattel's incredible products that excite and deliver on our mission to empower children to explore the wonder of childhood," said Steve Totzke, Global Chief Commercial Officer, Mattel. "Leading The Toy Association's Toy of the Year finalist list is a testament to the strength of our portfolio of iconic brands and world-renowned licensed partnerships. Congratulations to all finalists who are dedicated to uniting fans of all ages through play."

Administered by The Toy Association, the TOTY Awards are held annually to showcase the top toys, games, and children's properties of the year. The awards program is a critical fundraiser for The Toy Foundation (TTF), which provides philanthropic support and the vital commodity of play to children and families under stress and in dire situations, across the country and globe.

Winners in each category will be announced at the TOTY Awards event on Friday, February 18, 2022, along with the overall "Toy of the Year" winner and "People's Choice" winner based on consumer votes. The celebration will kick off the 118th Toy Fair New York, which also includes the induction of toy industry trailblazers into the esteemed Toy Industry Hall of Fame. Voting for the awards begins today at [ToyAwards.org](https://www.toyawards.org).

About Mattel

Mattel is a leading global toy company and owner of one of the strongest catalogs of children's and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain, and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends®, UNO®, and MEGA®, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming, music, and live events. We operate in 35 locations and our products are available in more than 150 countries in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential. Visit us online at [mattel.com](https://www.mattel.com).

About The Toy Association™

www.toyfoundation.org / www.toyassociation.org / www.thegeniusofplay.org / www.playsafe.org

Founded in 1916, The Toy Association™, Inc. is the not-for-profit trade association representing all businesses involved in creating and delivering toys and youth entertainment products for kids of all ages. The Toy Association leads the health and growth of the U.S. toy industry, which has an annual U.S. economic impact of \$98.2 billion, and its roughly 1,000 members drive the annual \$32 billion U.S. domestic toy market. The Toy Association serves as the industry's voice on the developmental benefits of play and promotes play's positive impact on childhood development to consumers and media. The organization has a long history of leadership in toy safety, having helped develop the first comprehensive toy safety standard more than 40 years ago, and remains committed to working with medical experts, government, consumers, and industry on ongoing programs to ensure safe and fun play.

As a global leader, The Toy Association produces the world-renowned Toy Fair New York and Toy Fair Dallas; advocates on behalf of members around the world; sustains the Canadian The Toy Association; acts as secretariat for the International Council of Toy Industries and International Toy Industry CEO Roundtable; and chairs the committee that reviews and revises America's widely emulated ASTM F963 toy safety standard.

About the Toy of the Year Awards (TOTY)

The Toy of the Year Awards, known as the "Oscars" of the toy industry, annually recognize the top toys and games on the market. Finalists are nominated from within the industry and selected by a panel of expert judges. Winners are decided by votes cast by the public (at [ToyAwards.org](https://www.toyawards.org)) and members of the industry. The TOTY Awards are administered by The Toy Association, with 100% of the program's proceeds benefiting The Toy Foundation and its goal of delivering millions of brand-new toys to children in vulnerable situations.

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Source: Mattel, Inc.