



TOY FAIR 2024 PRESS EVENTS 2024 – Tuesday 23rd JANUARY 2024

TIME	EXHIBITOR	STAND	DETAILS
9.50	Press Hero Toy Winners	Press Office - UN80	<i>Top 27 Hero Toys Ceremony - hosted by Anna Williamson, TV presenter and radio broadcaster:</i> Unveiling of 2024's Toy Fair's Hero Toys & ribbon cutting ceremony - find out this year's most coveted 27 toys selected by an independent panel of retailers.
10.50	Vivid Goliath	B70	Are you a fan of the Traitors? Well now's your chance to meet & greet two of the contestants from this year's series of the Traitors!
11.15-11.45	Character Parade	Grand Hall - commencing outside the Olympia Room	Character Parade and Photoshoot – Well-known and loved characters will be parading around the Grand Hall (commencing from outside the Olympia Room) before lining up for a press photo shoot on the central aisle.
11.30-11.45	Funko	N3	Funko will be hosting a dog show to launch the brand new range of Loungefly pet products! It's going to be "aPAWvable!"
11.35-12.15	Funko	N3	International superstar comedian Michael McIntyre will be visiting the stand to unveil his brand new Funko Pop!
13.00-13.30	Moose Toys	N15	Moose Toys will be hosting a cookie themed giveaway to launch a new lines of Cookeez Makery
13.15	Ravensburger Ltd	N13	This Morning's resident GP, Dr Zoe Williams will be on the Ravensburger stand to launch Ravensburger's new infant & toddler range of books and toys, Play+. Available for a photocall and interviews.
13.15-13.45	The Puppet Company	UL122	Elmer the elephant will be visiting the stand
14.00	Thames and Kosmos	F15	The Dodo will be visiting the stand to celebrate the 10th Anniversary and share a slice of cake



14.00	Big Sky Games	N20	James O'Brien from LBC will be attending to demonstrate the Mystery Hour Board Game.
16.00	Rainbow Designs Ltd	B21 and B25	Celebrate Elmer's 35th Anniversary with a visit from the patchwork elephant himself. You can also find out about all the events Elmer has planned for this year.
16.15-17.00	Rainbow Designs Ltd	B21 and B25	Join Rainbow designs for cake and drinks to celebrate anniversaries of much loved brands including The Lion Kings 30th and a brand new range. Also celebrating in 2024; 30th anniversary of Guess How Much I Love You, the 55th Birthday of The Very Hungry Caterpillar and the 90th anniversary of Donald Duck, plus an exciting year for Paddington with a new Movie and third series of the award winning Adventures of Paddington.
All Day	Asmodee UK	N5	Beat the board game inventor. Radio host and board games enthusiast, Matt Edmondson will be challenging visitors to beat him at one of his own board games! All participants will get a games bundle sent to their homes after Toy Fair 2024
All Day	Asmodee UK	N5	Play a giant game of brand new Dobble Go! Play a 30s game of DobbleGo to enter a competition with the chance to win a prize. For every game play, visitors will receive a Dobble biscuit!
All Day	BOLDCUBE	UL192	Try your hands at BOLDCUBE's competition for your chance to win a new pair of Apple AirPods!
All Day	DKB Toys & Distribution	UL128	A chef will be on site making amazing Uncanny Brands waffles in fun shapes; Pokemon, Harry Potter and Batman... all good enough to eat!
All Day	Marvin's Magic	H65	Swing by Marvin's Magic to capture some live magic tricks with Marvin Berglas, Award Winning Magician & Creator of Marvin's Magic
All Day	Moose Toys	N15	Have your photo taken in a Bluey photo booth!
All Day	Orchard Toys	E10	Join Orchard Toys for the launch of Orchard Toys' THE WORLD OF PETER RABBIT™ Games and Jigsaws Collection



All Day	Thames and Kosmos	F15	Enter a competition to build the quickest Geckorun. The winner will receive £100 in John Lewis vouchers
All Day	PLUS-PLUS UK & IRELAND	N12	A Hexel "wizard" will be on stand to demonstrate and challenge you to learn the nine moves of the new Hexel fidget toy
All Day	Golden Bear Toys	E69	Appearances from characters; Bing, Hey Duggee, IgglePiggle and Supertato
All Day	Big Sky Games	N20	Stephen Mulhern, TV presenter and Big Sky Games business partner, will be on the stand. Mr Chips, the character from Catchphrase, will also be making appearances on the stand.
All Day	Toynamics UK & Ireland	E46	Spin the wheel game to win a range of prizes! Head down to hear about the launch of two new brands exclusive to Toynamics
All Day	Yookidoo	G25	Discover Yookidoo novelties and best sellers
All Day	Wilton Bradley	E98	2024 is the 10th Anniversary of Xootz Wheeled Toy Brand. Join the team at 10am, 12pm, and 2pm, as Xootz will be giving away a variety of prizes, including high-quality double kick skateboards and their latest showstopper, the Big Bumper Ride On. Spin to Win top-tier prizes and discover the latest innovations from Xootz!
All Day	Paper Projects Ltd	GH03	Pic 'N' Mix Stickers and Sweets Stand
All Day	BOLDCUBE Scooters	UL192	Giveaways for press, selfie spots & interactive activities, competitions, live product demos
All Day	Hippychick	F20	Pop by to see their giant ladybird Wheely Bug along and to take part in an exciting competition
All Day	John Adams Leisure Limited	N6	A Rubik's speedcuber will be hosting speedcubing demos as well as celebrating the 50th Anniversary
All Day	Jazwares	N8	Cam the Cat, Squishmallows mascot will be visiting the stand throughout the day. Stop by for a squishy selfie



All Day	Rainbow Designs Ltd	B21 and B25	<p>Join Rainbow Designs to celebrate anniversaries of much loved brands including The Lion Kings 30th along with a brand new range.</p> <p>Also celebrating in 2024; 30th anniversary of Guess How Much I Love You, the 55th Birthday of The Very Hungry Caterpillar and the 90th anniversary of Donald Duck, plus an exciting year for Paddington with a new Movie and third series of the award winning Adventures of Paddington.</p>
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TOY FAIR 2024 PRESS EVENTS 2024 – Wednesday 24th JANUARY 2024

15.30	TOMY	UW50	Dragons Den star and Entrepreneur Touker Suleyman will be available for a photo call and interviews with Mood Bears founder Joanna Proud.
All Day	Asmodee UK	N5	Beat the board game inventor! Radio host and board games enthusiast, Matt Edmondson will be challenging visitors to beat him at one of his own board games! All participants will get a games bundle sent to their homes after Toy Fair 2024
All Day	Asmodee UK	N5	Play a giant game of brand new Dobble Go! Play a 30s game of DobbleGo to enter a competition with the chance to win a prize. For every game play, visitors will receive a Dobble biscuit!
All Day	Marvin's Magic	H65	Swing by Marvin's Magic to capture some live magic tricks with Marvin Berglas, Award Winning Magician & Creator of Marvin's Magic
All Day	DKB Toys & Distribution	UL128	A chef will be on site making amazing Uncanny Brands waffles in fun shapes; Pokemon, Harry Potter and Batman... all good enough to eat!
All Day	Orchard Toys	E10	Join Orchard Toys for the launch of Orchard Toys' THE WORLD OF PETER RABBIT™ Games and Jigsaws Collection
All Day	Thames and Kosmos	F15	Enter a competition to build the quickest Geckorun. The winner will receive £100 in John Lewis vouchers



All Day	PLUS-PLUS UK & IRELAND	N12	A Hexel "wizard" will be on stand to demonstrate and challenge you to learn the nine moves of the new Hexel fidget toy
All Day	Golden Bear Toys	E69	Appearances from characters; Bing, Hey Duggee, IgglePiggie and Supertato
All Day	Big Sky Games	N20	Stephen Mulhern, TV presenter and Big Sky Games business partner, will be on the stand. Mr Chips, the character from Catchphrase, will also be making appearances on the stand.
All Day	Toynamics	E46	Spin the wheel game to win a range of prizes! Head down to hear about the launch of two new brands exclusive to Toynamics
All Day	Yookidoo	G25	Discover Yookidoo novelties and best sellers
All Day	Wilton Bradley	E89	2024 is the 10th Anniversary of Xootz Wheeled Toy Brand. Visit for the chance to win prizes every hour with the "Spinning X Wheel"
All Day	Paper Projects Ltd	GH03	Pic 'N' Mix Stickers and Sweets Stand
All Day	BOLDCUBE Scooters	UL192	Giveaways for press, selfie spots & interactive activities, competitions, live product demos
All Day	Hippychick	F20	Pop by to see their giant ladybird Wheely Bug and to take part in an exciting competition
All Day	John Adams Leisure Ltd	N6	A Rubik's speedcuber will be hosting speedcubing demos as well as celebrating the 50th Anniversary.
All Day	Jazwares	N8	Cam the Cat, Squishmallows mascot will be visiting the stand throughout the day. Stop by for a squishy selfie



TOY FAIR EVENTS – Thursday 25th January 2024

16.00	CONNETIX	UN68	To mark the end of Toy Fair, Connetix will be knocking down the gigantic tower of magnetic tiles. Set to be quite the spectacle
All Day	Asmodee UK	N5	Beat the board game inventor. Radio host and board games enthusiast, Matt Edmondson will be challenging visitors to beat him at one of his own board games! All participants will get a games bundle sent to their homes after Toy Fair 2024
All Day	Asmodee UK	N5	Play a giant game of brand new Dobble Go! Play a 30s game of DobbleGo to enter a competition with the chance to win a prize. For every game play, visitors will receive a Dobble biscuit!
All Day	Marvin's Magic	H65	Swing by Marvin's Magic to capture some live magic tricks with Marvin Berglas, Award Winning Magician & Creator of Marvin's Magic
All Day	DKB Toys & Distribution	UL128	A chef will be on site making amazing Uncanny Brands waffles in fun shapes; Pokemon, Harry Potter and Batman... all good enough to eat!
All Day	Orchard Toys	E10	Join Orchard toys for the launch premiere of Orchard Toys THE WORLD OF PETER RABBIT™ Games and Jigsaws Collection
All Day	Thames and Kosmos	F15	Enter a competition to build the quickest Geckorun. The winner will receive £100 in John Lewis vouchers
All Day	PLUS-PLUS UK & IRELAND	N12	A Hexel "wizard" will be on stand to demonstrate and challenge you to learn the nine moves of the new Hexel fidget toy
All Day	Golden Bear Toys	E69	Appearances from characters; Bing, Hey Duggee, IgglePiggle and Supertato
All Day	Big Sky Games	N20	Stephen Mulhern, TV presenter and Big Sky Games business partner, will be on the stand. Mr Chips, the character from Catchphrase, will also be making appearances on the stand.



All Day	Toynamics	E46	Spin the wheel game to win a range of prizes! Head down to hear about the launch of two new brands exclusive to Toynamics. Influencers can register their interest to work with Toynamics by visiting the stand.
All Day	Yookidoo	G25	Discover Yookidoo novelties and best sellers
All Day	Wilton Bradley	E89	2024 is the 10th Anniversary of Xootz Wheeled Toy Brand. Visit for the chance to win prizes every hour with the "Spinning X Wheel"
All Day	Paper Projects Ltd	GH03	Pic 'N' Mix Stickers and Sweets Stand
All Day	BOLDCUBE Scooters	UL192	Giveaways for press, selfie spots & interactive activities, competitions, live product demos
All Day	Hippychick	F20	Pop by to see their giant ladybird Wheely Bug along and to take part in an exciting competition
All Day	John Adams Leisure Limited	N6	A Rubik's speedcuber will be hosting speedcubing demos as well as celebrating the 50th Anniversary.
All Day	University Games and The Lagoon Group	E50	An opportunity for influencers who are interested in working with University Games in 2024 to visit the stand and register an interest whilst also entering their giveaway to win a selection of games and puzzles
All Day	Jazwares	N8	Cam the Cat, Squishmallows mascot will be visiting the stand throughout the day. Stop by for a squishy selfie