

toy fair preview

## New to the Show

First-time Toy Fair attendees  
look to make their mark

It doesn't take a genius to figure out that innovation is the lifeblood of any growing industry, and nothing could be more accurate than describing innovation as the driving force in the toy industry. It may not be the biggest exhibitor on the floor who has the next big thing. In fact, it may be a modest booth tucked away in a corner of the Javitz Center that spurs the next toy phenomenon.

The following is a list of companies provided to PLAYTHINGS by the Toy Industry Association that will be exhibiting at Javitz during Toy Fair (Feb. 12-15, 2006) for the first time.

Company	Booth #
■ <b>Dolly Adventures</b>	<b>6446</b>
Interactive and educational children's book including doll clothing	