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Toy Industries of Europe to award toy makers for their societal impact

The first Play for Change Awards will celebrate toy makers that improve the future for children and the planet.

Toy Industries of Europe (TIE) has announced the 'Play for Change Awards' to recognise toy makers that impact the planet and children's lives in positive and inspirational ways. The awards will focus on environmental, societal and educational challenges with three categories: *Sustainability*, *Empowerment*, and *Future Skills*. The Play for Change Awards are seeking entries from forward-thinking products as well as corporate initiatives that help kids confidently navigate the world around them in ways that show respect for themselves, for others and for the planet.

Chairman of the TIE Board and MD EMEA at Mattel Sanjay Luthra says "The Awards will champion the products and initiatives of forward-looking manufacturers throughout Europe and will highlight how toy companies – no matter what size – are behaving like leaders, thinking beyond the product itself and towards the impact their company has on the planet and kids' futures."

The Awards jury brings together judges with proven expertise in the three categories and will be chaired by John Baulch, publisher of Toy World Magazine, who sees the Awards as a future driver of industry innovation: "by rewarding companies for their efforts to help kids and to improve society, these awards will help raise the bar even higher across the toy industry".

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Entries of all sizes from across Europe that have a positive impact will be in the running for an award.

Toy makers can submit their entries from 23 March – 8 May 2020. Winners will be announced in September. Full category details and entry requirements are at www.playforchangeawards.eu

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About TIE

Toy Industries of Europe (TIE) was founded in 1991 to represent the interests of its members to EU policymakers in Brussels and further afield. We provide information for stakeholders, members and policymakers and provide a neutral platform for discussion and exchange. Our main focus is ensuring that toys are safe for children, but we also work on issues including responsible communications, ethical manufacturing, environmental sustainability, intellectual property rights and trade and promote the value of play and the importance of toys in helping children develop and grow. Members include national toy maker associations as well as corporate organisations.

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