

MEDIA ALERT*** PHOTO OPP *** MEDIA ALERT



TOY INDUSTRY COMES TO PLAY AT TOY WISHES 2008 HOLIDAY PREVIEW EVENT ON OCTOBER 7TH

Surprise Celebrity Guests and Toy Industry Leaders Unveil the Toy Wishes "Hot Dozen"

WHAT: Toy Wishes the number one leading toys and family entertainment magazine is hosting the Holiday Preview Event - The toy industry event of the year. This one-day preview will highlight the "Hot Dozen" as well as the "All Stars," totaling more than 100 of the best and most exciting products set to hit store shelves in time for the holiday crunch. The event will include major toy and family entertainment brands such as Hasbro, LEGO, Crayola, Jakks and Spin Master. To get into the Halloween spirit there will also be a fashion show featuring the hottest costumes for the season. Surprise celebrities will be available for interview at the event as well.

Press must register to attend at <http://www.toywishes.com>.

WHEN: **Tuesday, October 7th**
10 a.m. – 4 p.m.
11 a.m. - Revealing of the "Hot Dozen"
12: 30 p.m. - Halloween Fashion Show

WHERE: Jacob Javits Convention Center
655 West 34th Street (at 11th Ave.)
New York, NY 10001

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