



Children's Toy Award Category

The TR industry and category expert on this occasion is Jonathan Corbett, formerly brand owner of Wandering Monkey children's toys. Jonathan has kindly collaborated with us to create the Children's Toy category 'Guide to Gold'. The 'Guide to Gold' document has been designed as a guide to what brands/organisation need to consider when creating a Children's Toy for sale in TR, maximising those sales and working towards it becoming a best seller



Jonathan corbett

These considerations are reflected in the judging criteria and subsequently the evidence required to achieve a TR GO for GOLD award. He has also generously agreed to donate his valuable time to judging entries within the Children's Toy category.

The Children's Toy 'Guide to Gold' and Entry Form can be downloaded via the TR GO for GOLD awards website www.trgoforgoldawards.com having registered to enter.

Entries opening date: 3rd April 2023 – 2nd June 2023

Entry fee £250 plus 20% vat where applicable (10% discount for TFWA members)

For further information please visit www.trgoforgoldawards.com

Email: Customer Service @trgoforgoldawards.com

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