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W.A.T.C.H. REVEALS ITS 52nd ANNUAL 2024 NOMINEES FOR THE “10 WORST TOYS” THIS HOLIDAY SEASON

**Annual Report Warns Parents:
Toy Safety Risks Persist this Holiday Season and Year-Round**

One Child is Treated in U.S. Emergency Rooms Every Three Minutes for a Toy-Related Injury

(Boston, Mass. – Nov. 19, 2024) Today, World Against Toys Causing Harm, Inc. (W.A.T.C.H.) released its 52nd annual nominees of the “10 Worst Toys” for 2024. This year’s list serves as a cautionary reminder of the potential hidden hazards posed by many toys marketed for children. **Toy safety is a critical concern this holiday season and beyond**, with recent recalls and injuries highlighting the range of risks that may be present on store shelves and online. W.A.T.C.H. calls on parents and caregivers to stay vigilant about toy safety, underscoring the need to keep dangerous items out of the hands of children.

Toy Shoppers Beware

Consumer advocates **Joan E. Siff, President of W.A.T.C.H.**, and **James A. Swartz, Director of W.A.T.C.H.**, emphasized the need to guard against potential hazards associated with certain toys currently on the market, including toy guns that may be mistaken for real weapons, plush toys that pose suffocation risks, toys with small parts that present choking hazards, and projectile toys that could cause eye injuries.

W.A.T.C.H.’S 2024 Nominees For The “10 Worst Toys” List

W.A.T.C.H.’s Nominees for the “10 Worst Toys” List, serves as a **hands-on tool to raise awareness of potential hazards while shopping or inspecting toys already at home.** The particular toys on The “10 Worst Toys” List are illustrative of some potential hazards in toys being sold to consumers and should not be considered the only potentially hazardous toys on the market:

- **PINOVK TOY COLT 45 PISTOL:** POTENTIAL FOR TRAGEDY FROM REALISTIC TOY WEAPONRY
- **BRISTLE HEDGEHOG:** POTENTIAL FOR INGESTION INJURIES
- **TRANSFORMERS EARTHSPARK CYBER-SLEEVE:** POTENTIAL FOR EYE INJURIES
- **KINETIC SAND SCENTS - ICE CREAM TREATS:** POTENTIAL FOR INGESTION INJURIES
- **WUBBLE RUMBLERS INFLATABLE FURIOUS FIST:** POTENTIAL FOR BLUNT FORCE AND IMPACT INJURIES
- **CLICK N’ PLAY TOY REMOTE SET:** POTENTIAL FOR CHOKING INJURIES
- **SNACKLES - SANDY:** POTENTIAL FOR SUFFOCATION INJURIES
- **X-SHOT POPPY PLAYTIME:** POTENTIAL FOR EYE INJURIES
- **PLAYZONE-FIT TRI-FLYER:** POTENTIAL FOR IMPACT INJURIES
- **ZOO JAMZ DOGGY XYLOPHONE:** POTENTIAL FOR INGESTION AND CHOKING INJURIES

(See the complete list of W.A.T.C.H.’s 2024 Nominees for the “10 Worst Toys” attached)



W.A.T.C.H.’S 2024 Nominees For The “10 Worst Toys” List www.toysafety.org www.twitter.com/@WATCHsafety

An Urgent Message: Many Toy-Related Injuries Are Preventable

The 2024 “10 Worst Toys” nominees reflect potential hazards that families, caregivers, and educators should look out for to help safeguard children year-round. W.A.T.C.H. provided practical tips to help parents recognize common safety traps in toys at home, online, or on store shelves. **“Our goal with the ‘10 Worst Toys’ list is to help families make informed choices and keep kids safe,”** said Joan E. Siff. **“Toy safety is about stopping potentially unsafe products from reaching children in the first place.”** During the 52nd annual toy press conference, W.A.T.C.H. discussed toys on the list, including the “Transformers Earthspark Cyber-Sleeve,” “Zoo Jamz Doggy Xylophone,” and “Pinovk Toy Colt 45 Pistol,” stressing that toys intended for entertainment can carry potential hidden dangers. Siff and Swartz emphasized that **many toy-related injuries are preventable**, urging the industry to prioritize child safety over marketability and to ensure that toys are designed, manufactured and marketed with children’s well-being in mind. They also called attention to toys with inadequate warnings and instructions. **Swartz noted, “As long as unsafe toys remain on the market, staying informed about hazards is essential to prevent injuries and deaths.”**

Ongoing Concern: Realistic-Looking Toy Guns

W.A.T.C.H. has long warned about the dangers associated with realistic-looking toy guns, an issue highlighted again this year. **When mistaken for real weapons, toy guns can escalate dangerous situations and have, in some cases, led to tragic outcomes.** Despite repeated concerns, these toys remain on the market, with the potential to pose dual hazards: they risk being mistaken for real firearms and may also pose a risk of eye injuries from projectiles. This year, the Victor Electric Folding Soft Bullet Toy Gun was recalled for lacking the mandatory blaze orange tip to distinguish it from a real gun, as well as for its projectiles, which failed to meet federal safety standards and posed an eye injury hazard to children.ⁱ W.A.T.C.H. continues to advocate for stricter regulations and safer designs to prevent potential tragedies.

Toy-related Injuries & Deaths

Toys, primarily intended to entertain children, should not be on the list of parents’ safety concerns. There is no excuse for repeat offenders when children’s health and safety are on the line. Unfortunately, year after year, and this year is no exception, unsafe toys continue to put children at risk of injury and death. **One child is treated in a U.S. emergency room every three minutes for a toy-related injury.**ⁱⁱ Even with W.A.T.C.H.’s continued efforts, **classic toy dangers**, such as small parts, strings, projectiles, toxic substances, rigid materials, and inaccurate warnings and labels, reappear in new generations of toys jeopardizing children’s safety. According to the latest data from the Consumer Product Safety Commission (CPSC), an estimated **209,500 toy-related injuries occurred in the U.S. in 2022**, with 29 reported deaths from toy-related incidents between 2020 and 2022.ⁱⁱⁱ Behind each injury and fatality is a child and family whose lives are permanently affected.

Recalls: Reactive, Not Proactive

While recalls are **important safety measures**, they are reactive, not proactive. Recalls can occur after a toy is already in the hands of unsuspecting children leading to serious, even life-threatening injuries. **“Toy safety extends beyond recalls,”** said Joan E. Siff. **“Not all unsafe toys are recalled, and once recalled, they may remain in homes or schools where they can harm a child.”** This year, toys on the market were recalled for a range of defects, including fort kits with improperly secured button batteries, glow-in-the-dark party supplies containing lead, and soft toys with detachable parts that pose choking hazards—emphasizing the need for stricter safety standards. **“The recurrence of known hazards in recalled toys shows a broken system that needs fixing before more children are harmed,”** said James A. Swartz. In the 12 months since our last Toy Safety Report, **31 toys—impacting over 22.6 million (22,673,710) units—were recalled** due to choking, ingestion, and toxic material hazards, among other dangers.

Recalls—too often issued only after tragedies—underscore the importance of stronger oversight and enhanced safety standards in toy manufacturing.

Examples of Recent Recalls Issued After Children Died

TOY/ CHILDREN’S RECREATIONAL PRODUCT ^{iv}	RECENT INJURIES AND DEATHS	HAZARD	RECALL	UNITS RECALLED in the U.S.
Fisher-Price Snuga Swings	Reports of five deaths involving infants 1 to 3 months of age when the product was used for sleep (2012-2022)	Suffocation (If the product is used for sleep or bedding material is added, the headrest and body support insert on the seat pad can increase the risk of suffocation.	10-20-2024	2.1 million
Calico Critters Animal Figures and Sets	9-month-old (2015) and a 2-year-old (2018) die after choking on the Calico Critter’s pacifier accessory	Choking Hazard (the pacifier can detach)	3-9-2023	3.2 million
Slime Licker Sour Rolling Liquid Candy & Cocco Candy and KGR Distribution	7-year-old girl who choked and died (Cocco’s Candy) (4/2023)	Choking Hazard (The candy’s rolling ball can detach)	10-5-2023	70 million & 145,800
Chuckle & Roar Ultimate Water Beads Activity Kits	10-month-old child’s death from swallowing water beads (7/2023)	Ingestion, choking and intestinal obstruction	9-14-2023	52,000

The above table illustrates the need for continued vigilance to prevent children’s deaths from unsafe toys. Over the years, W.A.T.C.H. has brought attention to toy hazards such as suffocation, choking, and ingestion. Nonetheless, hazards remain. W.A.T.C.H.’s 2020 “10 Worst Toys” Nominees included Calico Critters Nursery Friends with parts, such as a pacifier, that could pose potential choking hazards for young children. In 2023, a recall involving the above-cited Calico Critters Animal Figures and Sets noted that the bottle and pacifier accessories pose a choking hazard to children, with two tragic fatalities reported.

First Line of Defense: Safe Design, Manufacturing, and Stronger Oversight

Injuries and fatalities from unsafe toys emphasize the pressing need for safer design and proactive steps to keep dangerous products out of children’s hands. Toys are embellishments of life, not necessities, and there is no excuse for manufacturing, importing, or distributing a toy that can injure or kill a child. In a toy industry generating approximately \$108 billion in sales globally^v, **“safety concerns must be a priority, not an afterthought,”** stated Joan Siff. Many recalls involve safety issues that have long been known within the toy industry; yet **toys and other children’s products with well-known hazards—such as button batteries that are improperly secured or small parts that could detach and be ingested—continue to reach the market, underscoring the need for stronger oversight and accountability.** Stricter regulations, enforcement of existing standards, and responsible design, manufacturing,

and marketing practices are essential. Agencies like the CPSC face resource limitations in overseeing such a large industry, and current standards are often inadequate, with regulators struggling to keep up with emerging technologies. Some regulations also fail to cover products marketed to children but not officially categorized as toys. **“The government must close loopholes on toy classifications to better protect children,”** said Swartz, adding, **“It’s unacceptable that children continue to be at risk due to preventable design flaws and insufficient oversight.”**

A Safer Holiday Season Through Awareness

For over five decades, The Nominees for the “10 Worst Toys” List has helped bring about changes in industry practices, but dangerous toys still reach the market. This holiday season, W.A.T.C.H. urges parents to stay cautious. **“Think defensively about toy safety,”** said Siff. **“Whether buying in-store or online, inspect toys and packaging before giving them to a child.”** W.A.T.C.H. reminds parents to stay alert for hidden hazards, such as small parts that could choke young children. Choking remains a leading cause of toy-related injuries and deaths.^{vi} Toys with small parts that could detach during play or long pieces that could be mouthed and block a child’s airway are examples of less obvious hazards. **Without a foolproof safety net to prevent defective toys from reaching homes and schools, awareness of classic hazards and hidden dangers is essential.** Parents should not assume toys are safe simply because they come from a familiar retailer or brand. **Consumers can help children enjoy a safer holiday season by knowing what traps to avoid when selecting toys.** Awareness and caution can make all the difference this holiday season and beyond. (For more information, visit ToySafety.org)

(See the complete list of W.A.T.C.H.’s 2024 Nominees for the “10 Worst Toys” attached)

About W.A.T.C.H. World Against Toys Causing Harm, Inc. (W.A.T.C.H.) is a 501(c)(3) non-profit organization committed to raising awareness about the hazards hidden in many toys and products intended for children. Through annual reports, advocacy, and educational initiatives, W.A.T.C.H. strives to make the world safer for children.

Noted trial attorneys, authors and consumer advocates, Edward Swartz (1934-2010), James Swartz, Joan Siff and W.A.T.C.H. have been responsible for the **“10 WORST TOYS”** nominees, released for the past 52 years, as well as a **Summer Safety Report** addressing summer hazards for children. **For more information on the 2024 Nominees for the “10 Worst Toys” and toy safety tips, visit www.toysafety.org or follow W.A.T.C.H. on Twitter and Facebook @WATCHsafety.**

Joan E. Siff, President of W.A.T.C.H. and Board Member, Franciscan Children’s.

James A. Swartz, Director of W.A.T.C.H., noted trial attorney, author, and consumer advocate.

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ⁱ <https://www.cpsc.gov/Recalls/2024/Toy-Guns-Recalled-Due-to-Eye-Injury-Hazard-Failure-to-Meet-Federal-Safety-Regulations-for-Projectile-Toys-Sold-Exclusively-on-Temu-com-by-Yougu>

ⁱⁱ www.nationwidechildrens.org

ⁱⁱⁱ <https://www.cpsc.gov/s3fs-public/Toy-Related-Deaths-and-Injuries-2022-Annual-Report.pdf> (November 2023)

^{iv} https://www.cpsc.gov/Recalls?tabset=on&field_rc_hazards_target_id=All&field_rc_recall_by_product_target_id=208

^v <https://www.toysassociation.org/ta/research/data/population/toys/research-and-data/data/global-sales-data.aspx?text=Global%20toys%20sales%20reached%205108.77bn%20year%20period%20since%202018>

^{vi} <https://www.cpsc.gov/s3fs-public/Toy-Related-Deaths-and-Injuries-2022-Annual-Report.pdf> (November 2023)

W.A.T.C.H.'S 2024 Nominees for "10 WORST TOYS"

PINOVK TOY COLT 45 PISTOL



Price:	\$9.99
Manufacturer or Distributor:	Pinovk
Retailer(s):	Amazon.com
Age Recommendation:	"6-16 years" (online only)
Warnings:	"Safety Information...for external use only. Avoid contact with eyes." (online only).

HAZARD: REALISTIC TOY WEAPONRY!

W.A.T.C.H. OUT! Given the numerous reported tragedies resulting from outfitting children with realistic toy weapons, there is simply no excuse for marketing "toys" such as this "Colt 45 pistol." Incredibly, the seller boasts online that the "fun of this toy is the realism of it's mechanics...." and as a "scale replica", it's the "perfect choice for [H]alloween or cosplay where realism matters." Further, given the ease of use, "[e]ven a five-year-old can use it." Existing regulations addressing the hazards are inadequate. Detailed replicas mistaken for lethal weaponry have resulted in numerous deaths over the years and should never be sold as toys.

W.A.T.C.H.'S 2024 Nominees for "10 WORST TOYS"

BRISTLE HEDGEHOG



Price:	\$39.99
Manufacturer or Distributor:	Douglas Co., Inc.
Retailer(s):	Henry Bear's Park
Age Recommendation:	"FOR 24 MONTHS & UP"
Warnings:	"WARNING! Packaging is not a toy. Remove all packaging before playing." (tag only).

HAZARD: POTENTIAL FOR INGESTION INJURIES!

W.A.T.C.H. OUT! This cuddly, plush hedgehog is sold as a "cuddly toy" for babies as young as 24 months old. The toy's long, fiber-like hair may not be adequately rooted, and is prone to "shedding". The hair, once separated, presents the potential for ingestion or aspiration injuries.

W.A.T.C.H.'S 2024 Nominees for "10 WORST TOYS"

TRANSFORMERS EARTHSPARK CYBER-SLEEVE



Price:	\$14.86
Manufacturer or Distributor:	Hasbro, Inc.
Retailer(s):	Walmart; Kohls.com; Amazon.com
Age Recommendation:	"6+"
Warnings:	"TO AVOID EYE INJURY: WARNING: Do not aim at eyes or face. Use of eyewear recommended for players and people within range..." , and other cautions/warnings.

HAZARD: POTENTIAL FOR EYE INJURIES!

W.A.T.C.H. OUT! The "Cyber-Sleeve Battle Blaster", inspired by the popular Transformers franchise, is sold for six-year-olds. The manufacturer cautions that use of eyewear (not included) is "recommended", and that children must not "aim at eyes or face." Although the warnings and cautions appear to mainly address the potential hazards associated with projectiles, the rigid, plastic sleeve extension also presents the potential for eye and other blunt force injuries.

W.A.T.C.H.'S 2024 Nominees for "10 WORST TOYS"

KINETIC SAND SCENTS – ICE CREAM TREATS



Price:	\$14.99
Manufacturer or Distributor:	Spin Master Ltd.; Spin Master Inc.
Retailer(s):	Target; Walmart.com; Amazon.com
Age Recommendation:	“3+”
Warnings:	“WARNING: CHOKING HAZARD. Small parts”, and other cautions/warnings.

HAZARD: POTENTIAL FOR INGESTION INJURIES!

W.A.T.C.H. OUT! The “Kinetic Sands Scents” kit consists of sand-based “ice cream treats” of various flavors such as strawberry, chocolate and vanilla, complete with tools to “scoop & serve”. At the same time, the manufacturer issues numerous warnings and cautions, including: “IMPORTANT: DO NOT EAT” and “WARNING: CHOKING HAZARD”.

W.A.T.C.H.'S 2024 Nominees for "10 WORST TOYS"

WUBBLE RUMBLERS INFLATABLE FURIOUS FIST



Price:	\$8.99
Manufacturer or Distributor:	NSI International, Inc.
Retailer(s):	Amazon.com; Walmart.com; Ocean State Job Lot
Age Recommendation:	"6+"
Warnings:	"This product contains small parts which are not suitable for children under 3 years old", and other cautions.

HAZARD: POTENTIAL FOR BLUNT FORCE AND IMPACT INJURIES!

W.A.T.C.H. OUT! After inflation, children are intended to place their hands into the opening of each "Furious Fist" and "BATTLE!" The manufacturer cautions that adult supervision is "required" while children use the "Rumbler" as an "ultimate accessory for play battle!" No warnings or cautions are provided regarding the potential for blunt force or impact injuries.

W.A.T.C.H.'S 2024 Nominees for "10 WORST TOYS"

CLICK N' PLAY TOY REMOTE SET



Price:	\$10.00
Manufacturer or Distributor:	EZ Trading LLC.
Retailer(s):	Walmart.com; Amazon.com; Ocean State Job Lot
Age Recommendation:	"Not for children under 1 years"
Warnings:	"WARNING: CHOKING HAZARD - Small parts. Not for children under 1 years."

HAZARD: POTENTIAL FOR CHOKING INJURIES!

W.A.T.C.H. OUT! This toy remote set includes "interactive kid gadgets" consisting of rigid plastic keys, mobile phone, and remote control, all using AA size batteries. Remarkably, the manufacturer warns of a small parts choking hazard "for children under 1 years", while ignoring the decades-long industry standard recognizing small-parts hazards for children up to 3 years of age. A "WARNING" on the box inexplicably instructs that the "toy is not intended to be "mouthed" by the baby and should be positioned clearly out of reach of the baby's face and mouth."

W.A.T.C.H.'S 2024 Nominees for "10 WORST TOYS"

SNACKLES - SANDY



Price:	\$19.99
Manufacturer or Distributor:	Zuru, Inc.
Retailer(s):	Target; Amazon.com; Kohls.com; Walmart.com
Age Recommendation:	"0+" (tag only)
Warnings:	"Warning: Remove all packaging before giving this product to a child."

HAZARD: POTENTIAL FOR SUFFOCATION INJURIES!

W.A.T.C.H. OUT! This plush, pillow-like toy is sold with an age recommendation of "0+" on the tag. The potential suffocation hazards associated with pillows and certain plush toys used by infants are well documented. Infant pillows and similar items have been banned by the Federal Hazardous Substances Act (16 CFR 1500.18).

W.A.T.C.H.'S 2024 Nominees for "10 WORST TOYS"

X-SHOT POPPY PLAYTIME



Price:	\$5.99
Manufacturer or Distributor:	Zuru, Inc.
Retailer(s):	Target; Walmart.com; Toywiz.com
Age Recommendation:	"8+"
Warnings:	"WARNING Do not aim at eyes or face...", and other cautions/warnings (on packaging).

HAZARD: POTENTIAL FOR EYE INJURIES!

W.A.T.C.H. OUT! This "X-Shot Skins" dart shooter launches projectiles "UP TO 90 FT PI" as a "Poppy Playtime"- branded "blaster". The darts provided can shoot with enough force to potentially cause eye injuries.

W.A.T.C.H.'S 2024 Nominees for "10 WORST TOYS"

PLAYZONE-FIT TRI-FLYER



Price:	\$49.99
Manufacturer or Distributor:	b4 Adventure
Retailer(s):	Amazon.com; Henry Bear's Park
Age Recommendation:	"Ages 3+"
Warnings:	"WARNING! ADULT SUPERVISION REQUIRED! Always exercise extreme caution...SERIOUS INJURY OR DEATH MAY RESULT", and other cautions/warnings.

HAZARD: POTENTIAL FOR IMPACT INJURIES!

W.A.T.C.H. OUT! 3-year-old children are encouraged to "sit, kneel or lay" on the triangular base of the "Tri-Flyer" low-profile, wheeled riding toy. In addition to warnings that adult supervision is "required", the manufacturer states on a box-insert that children should "NEVER" be allowed to stand while using the product, as "SERIOUS INJURY OR DEATH MAY RESULT". There are no recommendations for use of helmets or other safety equipment.

W.A.T.C.H.'S 2024 Nominees for "10 WORST TOYS"

ZOO JAMZ DOGGY XYLOPHONE



Price:

\$17.99

Manufacturer or Distributor:

Vtech Electronics North America, L.L.C.

Retailer(s):

Target; Walmart.com; Kohls.com; Macys.com

Age Recommendation:

"1 1/2 - 4 Years"

Warnings:

"Warning: This toy produces flashes that may trigger epilepsy in sensitized individuals", and other warnings on package insert.

HAZARD: POTENTIAL FOR INGESTION AND CHOKING INJURIES!

W.A.T.C.H. OUT! This multi-colored, dog-themed instrument with "sing-along songs" is sold for babies as young as 1 1/2 years old. The manufacturer provides no warnings regarding the slender, rigid, approximately 8-inch-long drumstick handle, which can potentially be mouthed and occlude a child's airway.