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uKloo Named Finalist for ASTRA 2014 Best Toys For Kids - Top Specialty Toy Retailing Assoc. Names Finalists -

Phoenix, AZ - (June 5, 2014) - uKloo Riddle Edition Treasure Hunt Game has been named as one of the few specialty toys selected from hundreds of nominations as a finalist for The American Specialty Toy Retailing Association (ASTRA) 2014 Best Toys for Kids list.

From the group of finalists, ASTRA member retailers will view the products at next week's annual [ASTRA Marketplace & Academy](#) trade show in Phoenix, AZ and vote for the toys that will become "the year's top picks from America's play experts" for the 2014 holiday season.

The uKloo Riddle Edition Treasure Hunt Game (MSRP \$17.95 for two or more players ages 7 and up) is one of six finalists in the ASTRA Awards Learning Play category. uKloo will be a featured exhibitor in the [Best of Best Toys Booth #1223](#) at the upcoming ASTRA Trade Show in Phoenix, June 8-11.

The uKloo Riddle Edition is an engaging seek-and-find literacy game that combines thinking skills with physically active fun. It encourages kids to call upon their logic and reasoning abilities to solve riddles towards finding a surprise. It offers a Riddle Writing Guide, which encourages parents and children to challenge each other with their own riddles.



"It is wonderful honor from such a prestigious organization such as ASTRA. It's a rewarding validation for us particularly as uKloo earned the honor as voted by North America's specialty toy retailers, manufacturers, and associates in the industry," said Doreen Dotto, founder of uKloo Kids, Inc. and creator of the game.

"ASTRA's Best Toys for Kids is the only annual toy list that is compiled by a broad national network of grassroots play experts who know specialty toys inside out," notes Kathleen McHugh, president of ASTRA. "Those experts are ASTRA member retailers, and the list represents their collective experience in watching children play with products in their stores, combined with feedback they hear from parents and their own expertise about toys and child development."

Retailers will have the chance to touch, feel and play with the 2014 Best Toys for Kids finalists at a special display at ASTRA's Marketplace & Academy in Phoenix on June 9th and 10th. Voting to select the winning products has begun and will be continued on-site and online at Marketplace & Academy. Winners will be announced on Friday, June 18th.

For uKloo Kids, the ASTRA nomination is the fourth prestigious recognition for its uKloo Riddle Edition Treasure Hunt Game. In just six months since its release, uKloo Riddle Edition has earned the [Mom's Choice Gold Award](#), [PAL \(Play Advances Language\) Award](#), and [AblePlay Award](#) from [The National Lektok Center](#), a nonprofit organization that, among many other services, provides in-depth information about a product and its ability to help children with special needs.

About the American Specialty Toy Retailing Association (ASTRA)

With more than 1300 members, the American Specialty Toy Retailing Association (ASTRA) is the largest association for companies in the toy and children's products arenas. ASTRA and its member companies promote the growth of the toy industry by delivering products that serve children's best interests. For more information, visit www.astratoy.org. Because Community Matters, ASTRA members thank you for shopping locally.

About uKloo Kids, Inc.

uKloo Kids, Inc. is a children's literacy game developer based in Toronto, Canada. Founded in 2010 by Doreen Dotto, the firm's first product, uKloo Early Reader Treasure Hunt Game earned 10 prestigious awards and is now sold in 19 countries. This year, uKloo Kids launched two new products: the [uKloo Early Reader Treasure Hunt App](#) and uKloo Riddle Edition Treasure Hunt Game. For further information, visit the company website at <http://ukloo.com/> and to interact with the company directly, see our social links on [Facebook](#), [Twitter](#) and [Pinterest](#)

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