



# TOY FAIR TAKES OVER

A buyer's guide to the 107<sup>th</sup> International Toy Fair, February 14-17 @ New York City's Javits Center.

by Mary Gerlach

**B**uyers, start your engines. The 107<sup>th</sup> edition of the International Toy Fair, sponsored by the Toy Industry Association (TIA), is set to present the newest play-time innovations for children young and old. Take one step in New York City's Jacob K. Javits Convention Center and you'll understand why the industry is gearing up for a complete toy takeover.

**CitiBlocs** ([www.citiblocs.com](http://www.citiblocs.com)) is responding to a call for color with the Hot Colors and Cool Colors sets of building blocks for creative construction. The company will also debut new packaging at Toy Fair to underline the classic modernity of CitiBlocs. Call 770/733-1863. **Booth #1390.**

