

**\*\*Media Advisory\*\***

**W.A.T.C.H. TO REVEAL NOMINEES FOR “10 WORST TOYS” OF THE YEAR  
ON WEDNESDAY, NOVEMBER 18, 2015 at 10:00 AM  
Parents Beware!!! Unsafe Toys for Sale by Online Retailers  
Pose a Potentially Deadly Threat to Children This Holiday Season**

**WHAT:** World Against Toys Causing Harm, Inc. (W.A.T.C.H.) will reveal its nominees for the “10 WORST TOYS” this Holiday Season and demonstrate why the potential hazards in these toys, and others like them, should be eliminated.

**THIS YEAR’S TOY REPORT WILL FOCUS ON HAZARDS ASSOCIATED WITH INTERNET PURCHASES AND THE NEED FOR PARENTS TO LOOK DISCERNINGLY IN THEIR VIRTUAL “SHOPPING CARTS” IN ORDER TO KNOW WHAT TRAPS TO AVOID WHEN BUYING TOYS.**

W.A.T.C.H. will include updated information about recalls and the need for vigilance while Holiday shopping. Toys that have had deadly track records but are still available for purchase also will be highlighted.

**WHO:** Joan E. Siff, President of W.A.T.C.H. and Board Member for Franciscan Hospital for Children  
James A. Swartz, Director of W.A.T.C.H., noted trial attorney, author, and consumer advocate

For more than 30 years, W.A.T.C.H. and founder Edward Swartz (1934-2010) have identified hazards in toys and have been responsible for the recall or redesign of hundreds of dangerous toys.

**WHERE:** Franciscan Hospital for Children, 30 Warren Street, Brighton, MA 02135  
Entrance B (Chamberlain Conference Room)

**WHEN:** Wednesday, November 18, 2015 - 10:00 AM

**WHY:** The lack of product information and inconsistencies regarding important safety information can lead to misinformed, and potentially dangerous, consumer purchases. An alarming number of dangerous toys remain on retail shelves and on the Internet. In the last twelve months, there have been at least sixteen (16) toy recalls representing over three million units of dangerous toys in the United States and Canada. Parents and caregivers need to know what dangers to look for when they purchase toys for children – especially in the upcoming 2015 Holiday Season, which accounts for more than **65% of all toy sales**. Unfortunately, there have been many deaths, disfigurements and disabilities inflicted upon children as a result of poorly designed and tested toys.

***Copies of the report, interviews & photo opportunities available following the press conference***

**About W.A.T.C.H.:** World Against Toys Causing Harm, Inc. is a non-profit organization working to educate the public about child safety. W.A.T.C.H. helps raise awareness about the dangers lurking in many toys, children’s products, and recreational activities. 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 over 30 years as well as safety conferences addressing summer safety hazards for children. For more information on W.A.T.C.H. and the press conference, please visit [www.toysafety.org](http://www.toysafety.org).

**About Franciscan Hospital for Children:** Located in the Brighton neighborhood of Boston, Franciscan Hospital for Children is the largest pediatric rehabilitation facility in New England. Programs and services offered address the medical, behavioral and educational needs of children. For more information on Franciscan Hospital for Children, please visit [www.franciscanhospital.org](http://www.franciscanhospital.org). Become a fan on Facebook at [www.facebook.com/FranciscanHFC](http://www.facebook.com/FranciscanHFC) or follow Franciscan Hospital for Children on Twitter at [www.twitter.com/FranciscanHFC](http://www.twitter.com/FranciscanHFC)

**Media Contacts:** Alan Eisner (C) 617-320-3122 [alanseisner@hotmail.com](mailto:alanseisner@hotmail.com)  
Lorraine Falling (C) 561-350-9299 [falling@comcast.net](mailto:falling@comcast.net)