



Interview toy expert, Tim Walsh on the new documentary film looking inside the fun, cutthroat, nostalgic, competitive world of toy design. Come inside...

# Toyland\*

Perform a song that sells a million copies and you're awarded a platinum record and the cover of *Rolling Stone*. Design a toy that sells 300 million copies and you're unknown... until now. In the new film *Toyland*, director Ken Sons takes you to a place where fun is born and competition is fierce: **The \$22 billion dollar toy business!**

Throughout the film, Sons follows the ups and downs of game designer, Tim Walsh as he tries to take his own invention to market. From paper to prototype to product, *Toyland* follows Tim to Toy Fair, the largest trade show for toys in the western hemisphere, with frustrating pitches to Hasbro, Spin Master, and other toy companies along the way. **Will his idea light up the imagination of kids everywhere or never see the light of day?**

**TIM IS ALSO A CREATIVE CONSULTANT ON TOYLAND AND THE AUTHOR OF TWO AWARD-WINNING BOOKS. TIM SHARES:**

- How Betty James saved **SLINKY** when her husband (inventor Richard James) **joined a cult in Bolivia!**
- How Reyn Guyer's rule breaking lead to the invention of the **NERF BALL** and the **TWISTER** game!
- How **Marvin Glass**, the most prolific toy designer ever, made millions on games like **OPERATION, MOUSE TRAP**, and **TOSS ACROSS** while hobnobbing with **Hugh Hefner** and suffering from **acute paranoia**.
- How a shocking death almost nixed **ROCK 'EM SOCK 'EM ROBOTS**
- How a wall paper cleaning product became **PLAY-DOH!**

**BOOK TIM FOR A FASCINATING AND FUN INTERVIEW AND GET:**

- **FREE DVDs of the film**
- **Audio & video clips for your show**
- **Cool stills from the film for your website**

**CONTACT TIM: 941.926.8004 TIM@THEPLAYMAKERS.COM**

**\*Batteries not included. May not be suitable for boring people.**