

AMERICA'S TOP TOY LAUNCHES IN THE UK AT TOY FAIR

Submitted by: Pittilla Public Relations

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Launches Tuesday at London Toy Fair, Olympia. STAND E20

An orchestra in a box, SYMPHONY IN B from John Crane Ltd was voted America's favourite toy in 2012 and now launches in London on Tuesday 22nd January. Having taken the US by storm with amazing sales figures, this innovative musical product has topped all the best loved toy charts - winning numerous awards (<http://www.justb-byou.com/symphony-toy-year/>)

Open up the packaging and the magic begins.... SYMPHONY IN B is going to be on all the Christmas wish lists for 2013, this award winning product allows any child to create their own orchestra and conduct their own symphony. There are 13 instruments arranged on a plinth around an orchestra pit. The child picks a song (any one of 15 classical melodies are available), they then move the model of the instrument into the pit and the symphony begins. First you add the tuba and as you do, you hear it start to play, then you add the strings perhaps or the piano or the drums. The permutations are endless. If the instrument picked is not meant to be in that melody then it simply doesn't play. Different lights show the various sections of the orchestra and the accompanying book includes teachers' notes and information on lyrics and composers. Pure genius.

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