

**FOR IMMEDIATE RELEASE: APRIL 2011:
CLUTTER MAGAZINE ANNOUNCES THE DESIGNER TOY AWARDS!**

Clutter Magazine is very excited to announce the first annual International Designer Toy Awards (DTA) - Hosted in San Diego, California at the SDCC 2011.

The Designer Toy Awards celebrates the creativity, innovation and artistic excellence in the Art Toy market, which after more than a decade has not only become a prominent and legitimate form of artistic and commercial expression, it is one of the leaders in global trendsetting. This award ceremony will celebrate the best of the industry's artists, designers, customizers and manufacturers, as well as honoring those involved in championing Art Toys throughout the world.

The awards will have two components. First, a carefully selected board of professional artists, producers and impresarios will choose a group of nominations from the many designs released over the past year.

And secondly, there are an entire group of awards chosen by YOU! Yes thats right, The DTA PUBLIC awards feature special categories that are open to the general public for popular voting. Stay tuned for more details!



*Not actual award

NOMINATIONS

The site for the DTA's will launch on Thursday 21st of April, with nominations beginning at the same time. To nominate in the DTA's you must register on the site. Nominations are open to everyone.

DTA BOARD

The DTA Board is made up of industry professionals. The full list will be announced and published on www.designertoyawards.com

KEY DATES

Website Launch/Nominations open: Thursday, 21st April 2011

Nominations Close: Monday 20th June 2011

Voting Opens: Monday 27th June 2011

Awards Ceremony: Thursday 21st July 2011

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