



Inspiring Generations of Play

**Maddie Michalik**

Toy Trends Spokesperson/Assistant Manager, Content & Digital Communications, The Toy Association

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As The Toy Association's assistant manager of content & digital communications, Maddie Michalik communicates the latest toy industry news and happenings through the Association's weekly newsletter, Toy News Tuesday. She also handles daily website and digital communications tasks behind the scenes. Her articles on toy trends and industry news can be found across trade publications around the world.

With nearly a decade of experience in the toy industry, Maddie is a trusted expert and go-to source for the latest product trends and news related to toys, games, kids' products, youth entertainment, and more. Maddie has been featured on national and local TV outlets providing expert commentary and top toy and gift recommendations, including *The Drew Barrymore Show*, *Fox & Friends*, CTV's *The Social* and *Your Morning*, the Associated Press, CBS New York, NY1, and ABC, FOX, CBS, and NBC affiliates from coast to coast.

Prior to joining The Toy Association, she was editor-in-chief for leading trade magazine *The Toy Book* and senior editor for consumer publications *The Toy Insider* and *The Pop Insider*, where she led editorial content, reviewed product, and created social media content.

Maddie was named Women in Toys, Licensing & Entertainment's Rising Star in 2020. She currently resides in New York City, the world's biggest playground.