

## Starlux Games: Finalist for Toy of the Year by the Toy Foundation

"Cosmic Kick the Can" finalist for "Best Outdoor Toy"



Los Angeles, California Aug 30, 2023 ([Issuewire.com](http://Issuewire.com)) - [Starlux Games](http://Starlux Games) is proud to announce its selection as a finalist for the "Toy of the Year" award by the Toy Foundation. The nomination is for [Cosmic Kick the Can](http://Cosmic Kick the Can), in the "Best Outdoor Toy" category.

Cosmic Kick the Can introduces an "intergalactic upgrade" to the timeless classic. Gone are the days

of the rusty cans or old soda bottles. In their place: a luminous spaceship that lights up and changes colors upon impact. 100% kickable, soft and durable, the enhanced item provides benefits beyond aesthetics: the color-changing feature adds an element of luck. The player guarding the ship is able to score points by tagging “invaders,” the kicker scores points with a successful kick and all players can score points if it lands on their color, helping level the playing field among participants of diverse physical abilities.

“Today's kids and teens need opportunities more than ever to get active and make memories with friends and family,” says Becky Skinner, mother of three and the Retail Sales Manager for Starlux Games. “I'm THRILLED about our new alien themed “Cosmic Kick the Can,” and how it turned out! It is just what today's generation needs to motivate them to get out and play! Plus there is that awesome “nostalgia factor” for all the parents, grandparents, aunts and uncles that played it growing up. It's the best!”

The founder of the company, Judd King, shares, “We take tremendous pride in creating exciting games that encourage kids to go out and play. With kids in the US spending an average of 4-6 hours a day glued to their screens, and with the intense focus on competitive sports, play as an enjoyable, creative and physical engagement is more important than ever. We strive to create thrilling games that bring people together, and do so in a way that's active, social and imaginative.”

Founded in 2014 on Kickstarter based on Mr. King's experiences as a teacher and Eagle Scout, Starlux Games endeavors to be at the forefront of imaginative, active play. The company has successfully sold over 300,000 copies of their games and earned over a dozen awards, including “Top Summer Toy” from Toy Insider in 2023, “Best Toy” from Good Housekeeping in 2022 and consecutive nominations for best active game from ASTRA (2023, 2022, 2021). Whether featured in a major publication, noticed while shopping online, or seen outdoors with a group of kids playing in a local park, Starlux Games is expanding.

For more information about this nomination, to learn more about other [Starlux Games](#), or for media-related queries, please get in touch at [reply@starluxgames.com](mailto:reply@starluxgames.com) or call 209-837-3389.

The Toy Foundation will announce winners on September 29.



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