



Meet the 2026 Toddler of the Year

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OCTOBER 1, 2026 – As [Toddler of the Year](#) winner Sarah McNamara prepares for her moment in the spotlight this fall, Hasbro connected with Sarah's mom to learn more about what makes her 3-year-old so special.

In September, Sarah won the second annual competition, operated by the nationally registered fundraiser [Colossal](#), and proudly presented by Hasbro. In celebration of her win, Sarah will charm the country later this year as she stars in a national advertising campaign and leads the 2026 Hollywood Christmas Parade. Sarah will also receive \$25,000 as part of her prize.

The Toddler of the Year competition brought families and supporters together to celebrate the unforgettable personalities of children ages 2 and 3 while generating donations for an important cause. Through the 2026 campaign, Colossal, in partnership with DTCare, raised more than \$4.5 million to support [Toys for Tots®](#), bringing the competition's total since 2025 to \$18,129,317.

When Sarah's mom, Amber, learned her daughter was named Toddler of the Year, she said her family was "beyond thrilled." "Winning to us means helping spread awareness and hope for others with Sarah's condition," she said. Sarah lives with Thanatophoric Dysplasia Type 1, a rare form of dwarfism, but continues to surpass expectations every day. "Now at 3.5 years old, Sarah has not only survived, she is thriving and happy!"

Learn more about Sarah below.

Hasbro: Can you tell us a little about Sarah and what makes her special?

Amber: Sarah is special in so many ways. She is strong, determined, sweet, sassy, and smart. She has overcome so many obstacles and barriers already in her life. Every time someone has said she could not, would not, or something was impossible for her, she has continued to grow in her abilities and to prove them wrong. It may take her longer to reach typical milestones, but she perseveres and continues to show us something new that she has learned to do all the time.



Hasbro: What are some of Sarah's favorite things to do?

Amber: Sarah enjoys a wide variety of activities including playing with toys, making faces in the mirror, bouncing, swinging, spinning, sliding, watching anything that lights up and/or moves, going on stroller rides, and eating.

Hasbro: For those who may not know, can you explain Thanatophoric Dysplasia Type 1 and what that diagnosis has meant for your family?

Amber: Thanatophoric Dysplasia Type 1 is a rare form of dwarfism. It occurs in 1 out of every 20,000-50,000 pregnancies. It is a random genetic mutation in the FGFR genes. It is not a type of dwarfism that is inherited from or passed down from the parents. A person with TD1 will grow at a very slow rate, will have lower muscle tone, small lungs and bones, and curved femurs. There are also a variety of procedures or surgeries that a person with TD1 may or may not need depending upon their unique anatomy and circumstances. We have several kiddos in our small community who no longer have, or have never had a trach, or any of the other procedures or complications Sarah has had. There have been very few studies on individuals with TD1, and the data available to physicians is extremely outdated. Parents who receive this diagnosis are all provided the same answer from physicians: it is fatal. With medical advancements, living with TD1 is possible.



Hasbro: How has Sarah inspired you and those around her?

Amber: Sarah has inspired others through her strength, her sweet smile, her silly character, and her determination to continue to live her best life without letting limitations limit her zeal. We have shared her story with others who received the diagnosis and who now have thriving TD1 babies of their own. She has inspired others who may be going through something difficult, and puts a smile on their face. We like to call it the "Sarah-tonin" effect. It is impossible to have a bad day when you get to spend the day with Sarah.

Hasbro: What are some of Sarah's favorite toys?

Amber: Sarah's favorite Hasbro toys are from the Playskool line including the Stack 'n Spin, Sensory Pal Lion, Animal Friends Sensory Balls, and the Caring Cuddler Giraffe.

Hasbro: What are some of your favorite moments spent together as a family?

Amber: Our favorite moments as a family have been celebrating holidays, birthdays and celebrations as a family together. It was not something we were able to do at home for the first 16 months of her life, so we cherish every day of her being home and getting to be together. We have also enjoyed several outings together including going to the aquarium, visiting other kiddos with TD1, the Mall of America, walking through the flower gardens, attending the county fair and multiple zoos.

Learn More

About Colossal and Toddler of the Year: toddleroftheyear.org

About Toys for Tots: <https://www.toysfortots.org/>

About TD1: thepaisleyfoundation.org

