

Contact: Susan J. Oliver  
773.263.3030  
[SusanOliver@protonmail.com](mailto:SusanOliver@protonmail.com)



## **ASTRA's MARKETPLACE & ACADEMY 2020 CANCELED**



**Chicago, Illinois** (April 1, 2020) –The American Specialty Toy Retailing Association (ASTRA) announced today that its annual Marketplace & Academy, scheduled for June 7-10, 2020 in Orlando, Florida, has been canceled due to COVID-19.

“ASTRA’s leadership and staff care deeply about our members and their families, so their health and safety is our number one priority,” said Christine Blumberg, Co-Owner of Roberts Blumberg Giacobbe and chair of the ASTRA Board of Directors. “This is an unprecedented decision made as a result of an unprecedented situation. Thank you for your patience as we exercised the due diligence our members deserve in reviewing all options and potential consequences. In the end, avoiding unnecessary health risks is the right decision for ASTRA.”

“Now that this difficult decision is behind us, the ASTRA board and staff have turned their undivided attention to the emerging needs of ASTRA members created by the COVID-19 crisis,” said Kimberly Mosley, president of ASTRA. “ASTRA has always been at its strongest when we have helped each other with shared information, fresh ideas, and creative approaches to problem solving. This needs to be our focus as we navigate through the unknowns to come during the next few weeks and months.”

Information for registrants and exhibitors can be found [www.marketplaceandacademy.org](http://www.marketplaceandacademy.org). COVID-19 resources for ASTRA members can be found at [www.astratoy.org](http://www.astratoy.org).

### **About the American Specialty Toy Retailing Association (ASTRA)**

Founded in 1992, the American Specialty Toy Retailing Association (ASTRA) is an international not-for-profit trade organization that serves more than 1,800 independent retailers, manufacturers and sales representatives in the specialty toy industry. ASTRA is a community of dedicated professionals committed to providing children with healthy, quality play materials that have high play value and are designed with a focus on what the child can do, rather than what the toy can do. ASTRA members are leaders who, through their businesses, make a positive impact on the economy and culture of the communities they serve. For more information, visit [www.astratoy.org/](http://www.astratoy.org/).

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