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ASTRA MEMBERS LESLIE AND JOHN CHIAVERINI OF ADVENTURE TOYS & TEACHERS' SUPPLIES HONORED WITH PRESTIGIOUS 2018 TAGIE AWARD

Chicago, IL (November 19, 2018) – Leslie Chiaverini and John Chiaverini, owners of Adventure Toys & Teachers' Supplies in Los Altos, California and members of the American Specialty Toy Retailing Association (ASTRA), have been honored with the prestigious 2018 ASTRA Most Innovative Toy Store Award, ASTRA announced today. The award was presented at the 2018 Toy & Game Innovation Award Gala ([TAGIEs](#)) on Friday, November 16th in Chicago, Illinois.

ASTRA's president, Kimberly Mosley, presented the award. ASTRA is a sponsor of the TAGIE awards, which recognize collaboration and inventiveness in the toy industry and honor those who stand out in the toy industry for their creative spirit of fun, philanthropy, and humanitarianism. "ASTRA knows the important role ChiTAG plays in recognizing innovation in the toy industry," says Mosley. "We are thrilled to see an independent retail store be recognized along with the inventors, marketers, rising stars, and others who do so much to keep the toy industry exciting for consumers. All that creativity needs a place where toy buyers can see it and touch it and play it. Leslie and John's brick and mortar store is one of those places, and they make it a true destination for their customers."

Leslie Chiaverini notes that having a store that is inviting and has good visual appeal is a companion to having wonderful products and great customer service. "You want customers to look through your store windows and be drawn in to shop," says Chiaverini. "Once inside, we make sure children and adults have product demos to touch, feel and try so they have a fantastic shopping experience."

The TAGIE awards are a part of Chicago Toy & Game Week, which is held each November in Chicago.

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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/



Leslie Chiaverini



John Chiaverini

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