

MEDIA STATEMENT

FOR IMMEDIATE RELEASE

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STATEMENT FROM KIMBERLY MOSLEY President, American Specialty Toy Industry Association (ASTRA)

Chicago, IL (March 15, 2018) – The closing of Toys R Us stores nationwide is another example of the ongoing change and evolution of the \$20.7 billion toy industry. One thing that remains constant is the need for children to have access to fun toys and play experiences that support healthy child development.

Parents and grandparents and other toy buyers looking for alternatives to Toys R Us can find top quality toys and customer service at their neighborhood independent toy store—and shop local at the same time. Many locally-owned toy stores offer the option of buying either at the store location or online. At stores that are members of the American Specialty Toy Retailing Association (ASTRA), toy buyers can count on finding carefully selected, top quality innovative and classic toys that focus on the *features of the play* rather than the features of the toy.

For more information about the independent, locally-owned toy store alternative or to find an ASTRA store, visit <https://www.astratoy.org/shop-local/store-finder/>.

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/.

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