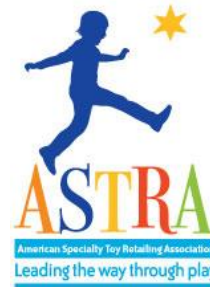


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ASTRA TO HOST MEET, VISIT, PLAY EVENT IN DALLAS

RETAILERS INVITED TO START THE NEW YEAR WITH TWO EVENINGS OF LEARNING AND FUN

Chicago, IL (January 9, 2019) –The American Specialty Toy Retailing Association (ASTRA) announced today that member and nonmember retailers are invited to a two-part ASTRA *Meet, Visit, Play* program in the Dallas Market Center at 2100 N Stemmons Freeway, Dallas, Texas. Both events will be on the 12th floor of the Market Center.

On Thursday, January 17th from 6 PM to 7 PM, Megan Philpott of Toodleydoo Toys will lead a brainstorming session on fresh ideas for in-store events in 2019 and creative ways to build the buzz that will bring customers to your store. On Friday, January 18th from 6 PM to 8 PM, top off your week with ASTRA’s always popular Game Night, which is designed for retailers to enjoy playing with games in a relaxed, fun, social setting. There is no charge to attend either of these events.

“Today’s ASTRA is so much more than our annual Marketplace & Academy each year in June,” notes Kimberly Mosley, President of ASTRA. “We are increasing the number of opportunities we offer for independent toy retailers to get together and learn and play all year long. Please join us in Dallas for our next *Meet, Visit, Play* event, and start your year with some new ideas and an evening of fun.”

For more information, contact Sue Warfield at swarfield@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 develops and supports a membership of independent retailers, manufacturers and sales representatives in the toy industry. Inspired to change the world through the power of play, ASTRA is a community of dedicated professionals committed to providing children with healthy, quality play materials that have a high play value and are designed with a focus on what the child can do, rather than what the toy can do. Through certification programs, educational resources and networking opportunities, ASTRA equips and empowers members to 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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