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ASTRA TO HOST NORTH CENTRAL REGIONAL GROUP MEETING IN MINNEAPOLIS AREA

Chicago, IL (September 11, 2019) –The American Specialty Toy Retailing Association (ASTRA) announced today that independent toy retailers, manufacturers, sales representatives, and inventors are invited to attend the next meeting of the ASTRA North Central Regional Group.

The event will be held Thursday, September 19, 2019 from 6:30 PM to 9:00 PM at kiddywampus, 1023 Main Street in Hopkins, Minnesota. Discussion will focus on planning for the fourth quarter and how all parts of the toy distribution channel can work together to optimize this year’s logistics, sales and profits. The event is free for ASTRA members (RSVP required) and nonmembers are welcome for a \$10 fee (RSVP required).

“We have asked members for additional ways that ASTRA can be helpful to their businesses, and one thing we heard loud and clear is the need for members to have year-round opportunities to get to know each other better and talk through what is happening in their local area,” says Kimberly Mosley, President of ASTRA. “In response, the North Central group—focused on the Minneapolis region—is the first of our regional groups to organize and start scheduling local meetings of ASTRA members and others working on the independent side of the toy industry. It’s one more example of how today’s ASTRA is so much more than our annual Marketplace & Academy each year in June.”

[Registration](https://www.astratoy.org/membership/member-programs/regional-groups/) is required for this event. For more information about ASTRA’s regional groups, visit <https://www.astratoy.org/membership/member-programs/regional-groups/> or 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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