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## ***ASTRA MEMBERS GET SPECIAL BENEFITS AT NUREMBERG'S ICONIC SPIELWARENMESSE® TOY FAIR***

***DISCOUNTED ADMISSION AND AN EXCLUSIVE TOUR ARE AVAILABLE TO ASTRA  
MEMBERS ATTENDING THE EVENT***

**Chicago, IL** (January 14, 2019) – Members of the American Specialty Toy Retailing Association (ASTRA) who attend the Spielwarenmesse® international toy fair in Nuremberg, Germany will have access to special discounts and an exclusive tour, ASTRA announced today. The dates of the event are January 30, 2019 to February 3, 2019.

Spielwarenmesse®, which is celebrating its 70<sup>th</sup> Anniversary in 2019, will feature more than 2900 toy, hobby, and leisure manufacturers from around the world—many with unique and innovative products. Over 71,000 toy buyers and exhibitors from more than 125 countries will attend the event.

“Spielwarenmesse® has always been a place for retailers to find great products that help differentiate independent stores from the competition—and also for ASTRA to find new exhibitors with fresh products to bring to ASTRA’s Marketplace & Academy,” notes Kimberly Mosley, President of ASTRA. “This year we are thrilled that ASTRA has a more formal partnership with our friends at Spielwarenmesse®, which lets us offer discounted admission to our members and a special ASTRA-only tour of the city. As always, we will organize the ASTRA contingent so we can share not-to-be-missed products and information.”

For general information and to purchase entrance tickets with the ASTRA member discount, visit <https://www.astratoy.org/events/spielwarenmesse/>. For further information, contact Sue Warfield at [swarfield@astratoy.org](mailto: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/](http://www.astratoy.org/).

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