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ASTRA's 10th ANNUAL NEIGHBORHOOD TOY STORE DAY BRINGS TOGETHER ALL PARTS OF THE INDEPENDENT TOY INDUSTRY TO REACH HOLIDAY TOY BUYERS

***THERE'S STILL TIME TO PARTICIPATE IN #NTSD19 ON SATURDAY,
NOVEMBER 9TH***

Chicago, IL (October 21, 2019) – Last minute resources are available to retailers who wish to join hundreds of toy stores in celebrating this year's Neighborhood Toy Store Day, the American Specialty Toy Retailing Association (ASTRA) announced today.



The event, to be held nationwide and throughout North America, on Saturday, November 9, 2019, is designed to be a community kickoff for the holiday shopping season with in-store events, play day activities, giveaways, raffle items, and product discounts. Many stores also donate a portion of their sales to a local charity.

“It’s not too late to plan your Neighborhood Toy Store Day this year—whether simple and basic or a big celebration,” notes Kimberly Mosley, President of ASTRA. “Any independent toy store is welcome to participate and share the unique products and retail personality you bring to your community. If you are a member of ASTRA, you’ll get extra resources to help you plan and promote a successful event.”

“This year, it’s more important than ever to participate,” points out Mosley. “It’s the 10th anniversary of Neighborhood Toy Store Day, and that alone is worth celebrating! Add to that the continuing changes in the toy retailing landscape that give you’re the opportunity to spotlight how your store is different. Your community needs to know there are still stores dedicated solely to great toys and service to the local area. Your Neighborhood Toy Store Day celebration is a great way to get attention and show toy buyers there are local options beyond the limited inventory at big box discount stores.”

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ASTRA members who have pledged to participate receive quick, easy-to-execute last-minute ideas, press release templates, regional media contact lists for traditional media and social influencers, and downloadable graphics to support your celebration and attract customers to your store. In addition to the materials that ASTRA provides as a member benefit, nearly eighty manufacturers have provided Neighborhood Toy Store Day specials ranging from price discounts to play day kits to special terms. ASTRA will support the effort with national mass media and social media outreach.

For more information, to pledge to celebrate, or to find an ASTRA store to visit on the big day, click here: [Neighborhood Toy Store Day](#).

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/.