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ASTRA OFFERS WEBINAR FOR INDEPENDENT STORE OWNERS ON GETTING “MEDIA READY” FOR THE UPCOMING SEASON

Chicago, Illinois (September 9, 2019) –The American Specialty Toy Retailing Association (ASTRA) announced today that it is offering a webinar for independent toy store owners with tips on how to get their store in the news and what to say if they secure coverage this fall.

Titled *Toys “R” Us, Tariffs and Neighborhood Toy Store Day: Get Ready for Your Next Media Moment*, the hour-long live webinar will be offered on September 16, 2019 at 10 AM central time. A recording of the event will be archived on ASTRA Academy for ASTRA members.

“Toys are in the news this fall, and it’s beyond the usual interest created by the upcoming holiday season, as important as that is,” notes Kimberly Mosley, President of ASTRA. “The impact of tariffs is top of mind and the changing retail landscape—including the effort by Toys “R” Us to re-enter the market—gives toy store owners lots of angles for getting their business into local news stories this fall. ASTRA’s webinar will provide both general tips for getting coverage as well as specific ways to talk about tariffs, the importance of locally-owned businesses that create jobs, Neighborhood Toy Store Day, and more.”

ASTRA has engaged Brilliant PR & Marketing to lead this webinar, which will include how to engage with media via press release examples, pitch letter techniques, and social media tips. The event is complimentary for ASTRA members. [Registration](https://academy.astratoy.org/products/toys-r-us-tariffs-and-neighborhood-toy-store-day-get-ready-for-your-next-media-moment) is open at <https://academy.astratoy.org/products/toys-r-us-tariffs-and-neighborhood-toy-store-day-get-ready-for-your-next-media-moment>

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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