

FOR IMMEDIATE RELEASE

Contact: Susan J. Oliver
773.263.3030
soliver@interaccess.com



MIGHTY TOGETHER: ASTRA ANNOUNCES 2017 MARKETPLACE & ACADEMY THEME

Chicago, IL (January 9, 2017) – The American Specialty Toy Retailing Association (ASTRA) announced today that the theme of its 2017 [Marketplace & Academy](#) is ***Mighty Together: Inspired by the Power of Play***. The event will take place in Philadelphia, PA from June 25 - 28, 2017. For the first time, the Marketplace exhibit hall will be expanded to *three full days*.



“ASTRA’s Marketplace and Academy is indeed a mighty event, given the many vendors who offer new products that differentiate our members’ stores, the formal education and unscripted networking opportunities that enrich our members’ knowledge base, and the generous show-only discounts retailers will find in Philadelphia,” noted Kimberly Mosley, President of ASTRA. “Our theme underscores all this, plus that special aspect of ASTRA that makes

all of our businesses a bit mightier thanks to the many ways we work together for success.”

Visit www.astramarketplace.com for complete information about the 2017 ASTRA [Marketplace & Academy](#). [Registration](#) is now open. Early bird discounted registration prices end March 15, 2017.

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/.

####