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ASTRA PARTNERSHIP WITH HOT DIGGITY EXPANDS *BEST TOYS FOR KIDS* CONSUMER OUTREACH

Best Toys for Kids Award Winning Toys to be Included on Cozi, the #1 Family Organizer App

Chicago, IL (January 16, 2017) – The American Specialty Toy Retailing Association (ASTRA) announced today that it is collaborating with the Hot Diggity Awards, a national program that posts top quality products for children and families on Cozi, a family organizer app used by 10 million families nationwide. ASTRA’s *Best Toys for Kids* award winners will be included on Cozi.

In addition to providing a large new platform for introducing parents to *Best Toys for Kids*, ASTRA’s commitment to healthy, developmentally appropriate play materials will be reflected in toys that earn a Hot Diggity award. Child development and play expert Ahren Hoffman, CTRS, CPE, who serves as ASTRA’s Director of Education & Training, will be an integral part of the judging process for Hot Diggity’s toy and game submissions.

“ASTRA’s Board of Directors established the goal of expanding the specialty toy industry’s reach through strategic partnerships with organizations that recognize the importance of toys and play,” said Kimberly Mosley, President of ASTRA. “Our work with Hot Diggity is a great example. It will bring *Best Toys for Kids* to a huge new audience of moms and dads who are looking for great play experiences for their kids. And Ahren’s hands-on work with the program will help Hot Diggity evaluate toys from a child development perspective while helping ASTRA keep up to date with toy trends and innovations.”

ASTRA members interested in submitting products for Hot Diggity consideration can find information about the process at <http://www.hotdiggityawards.com/submit>.

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 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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