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ASTRA PROGRAMS AT TOY FAIR

ASTRA'S CELEBRATE INDEPENDENTS, SHARE THE FAIR, AND INDEPENDENT THINKING PRESENTATION ALL HELP RETAILERS FIND GREAT PRODUCTS AND LEAVE WITH GREAT IDEAS

Chicago, Illinois (January 29, 2018) –The American Specialty Toy Retailing Association (ASTRA) today announced a package of programs it is sponsoring at Toy Fair to help independent retailers maximize the use of their time in New York for product sourcing, learning, and networking. The programs include the *Celebrate Independents* reception, *Share the Fair*, and a timely *Independent Thinking* educational session.

“ASTRA retailers make a big investment of time and dollars to attend Toy Fair, and ASTRA programs are designed to help them be as productive as possible,” said Kimberly Mosley, President of ASTRA. “The *Celebrate Independents* reception is about differentiating independent toy stores and their expertise about play and developmentally appropriate toys. Given the scale of Toy Fair, realistically no retailer can see everything, so *Share the Fair* gives ASTRA retailers a shortcut to the best new toys and children’s products in the aisles at Javits. Our *Independent Thinking* presentation in collaboration with the Toy Association will give retailers marketing ideas they can use immediately in their stores.”

The *Celebrate Independents* reception will take place on Saturday, February 17, 2018 from 5:30 PM to 7:00 PM in Javits Convention Center Hall 1E Room 1E6. Get ready for a fun evening with important takeaways like the low down on curated products available only to independent retailers and ways to promote these products utilizing the language of child development from ASTRA’s very own Certified Play Experts.

Share the Fair, a signature member event at Toy Fair, will take place Monday, February 19, 2018 from 8 AM to 9:30 AM in Javits Convention Center Hall 1E Room 1E11. The event brings ASTRA retailers together on the third day of Toy Fair—in the morning—to share information about products they have seen on the exhibit floor.

The *Independent Thinking* program *60 Innovative Marketing Ideas in 60 Minutes*, presented by Patricia Norins, CEO of Marketing Lemonade, will take place Monday, February 19, 2018 from 11 AM to noon in Javits Convention Center Level 1 Hall 1E Room 1E11. His fast-paced session will provide 60 proven digital and traditional marketing ideas for increasing sales in independent toy stores.

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For information about ASTRA membership and other ASTRA activities at Toy Fair, visit www.astratoy.org. Find ASTRA at Booth 6415 on Level 3 of Javits Convention Center.

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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