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ASTRA “SHARE THE FAIR” DETAILS ANNOUNCED

EVENT HELPS ASTRA RETAILERS FIND NOT-TO-BE-MISSED SPECIALTY PRODUCTS AT TOY FAIR

Chicago, Illinois (January 31, 2017) –The American Specialty Toy Retailing Association (ASTRA) announced today that *Share the Fair*, its signature member event at Toy Fair, will take place Monday, February 20, 2017 from 8 AM to 9:30 AM in Javits Convention Center Hall 1E 11. 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.

“ASTRA retailers make a big investment of time and dollars to attend Toy Fair, and *Share the Fair* is designed to help them make their time as productive as possible,” said Kimberly Mosley, President of ASTRA. “Given the size of Toy Fair, realistically no retailer can see everything. *Share the Fair* is a way that ASTRA retailers swap stories and discuss hot new toys and children’s products they have found in the aisles at Javits. Moving the time to Monday morning gives retailers an extra day to check out the list.”

While retailers are exploring the exhibit floor, they will have the option of entering product recommendations into an online form. At the Monday morning event, ASTRA retailer members can enjoy a complimentary breakfast buffet while discussing their favorite products at the show. All attendees will be entered into a raffle for a \$500 gift certificate provided by The Orb Factory. A list of the toys discussed will be available for pick up at ASTRA Booth 6415 on Monday afternoon.

For information about ASTRA membership and other ASTRA activities at Toy Fair, visit www.astratoy.org.

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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