

FOR IMMEDIATE RELEASE

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



ASTRA EXCLUSIVES PROGRAM ADDS THIRTEEN NEW PRODUCTS

THREE ASTRA MANUFACTURERS OFFER TOYS TO BE AVAILABLE IN ASTRA STORES ONLY

Chicago, Illinois (February 15, 2017) –The American Specialty Toy Retailing Association (ASTRA) announced today that member manufacturers Neat-Oh/Totum, PlanToys, and ThinkFun are offering a total of thirteen products exclusively to independent toy stores that are ASTRA members.

“One strategy for making ASTRA stores a destination in their communities is to offer top quality products with exceptional play value that their customers *cannot find anywhere else*,” said Kimberly Mosley, President of ASTRA. “The ASTRA Exclusives program provides products that kids and parents will love—and retailers will appreciate the fact that these exclusive products prevent shoppers from ‘showrooming’ ASTRA stores.”

The exclusive products were selected by a committee of ASTRA retailers from a large selection of product proposals from ASTRA manufacturers. This rigorous review process ensures that these products are high-quality toys that align with the values of creative play that consumers have come to expect when they walk into an ASTRA retail store.

The products will be shown at Toy Fair and highlighted at the ASTRA Exclusives Reception in Javits (Hall 1E 6) on Saturday evening, February 18, 2017 from 5:30 pm to 7:00 pm. Representatives from the manufacturers will be available to discuss products and take orders. Products will also be available at ASTRA’s Marketplace & Academy in Philadelphia, PA during June 25 to 28, 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/.

###