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## ***RECORD NUMBER OF MANUFACTURERS TO EXHIBIT AT ASTRA’S MARKETPLACE***

### ***INDEPENDENT RETAILERS CAN EXPECT TO FIND NEW PRODUCTS AND GREAT DEALS AT ASTRA’S BIGGEST EXHIBIT HALL EVER***

**Chicago, Illinois** (March 21, 2016) – The American Specialty Toy Retailing Association (ASTRA) announced today that its 2016 Marketplace & Academy in Denver, Colorado will feature a record-breaking 400 exhibitors—the largest number ever. 85 of those exhibitors will be new to ASTRA.

“This will be another knock-your-socks-off Marketplace & Academy,” said Kimberly Mosley, President of ASTRA. “We will have an exhibit hall with lots of the unique products that differentiate beloved main street stores from the same old thing. And given the large number of first-time exhibitors, there will be lots of products ASTRA retailers haven’t seen at Marketplace before.”

ASTRA’s Marketplace & Academy will be held in easy-to-get-to Denver, Colorado from June 5-8, 2016. In addition to the exhibit hall, where retailers and other industry professionals can discover new products for the 4th quarter, ASTRA’s Academy includes educational sessions on specialty toy industry business operations, financial management, industry trends, channel relationships, and sales & marketing. Visit [www.astramarketplace.org](http://www.astramarketplace.org) to register.

#### **About the American Specialty Toy Retailing Association (ASTRA)**

With more than 1,700 members, the American Specialty Toy Retailing Association (ASTRA) is the largest association for companies in the toy and children’s products arenas. ASTRA and its member companies promote the growth of the toy industry by delivering products that serve children’s best interests. For more information, visit [www.astratoy.org](http://www.astratoy.org).

Because community matters, ASTRA members thank you for shopping locally.

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