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SHARE THE FAIR COMES TO MARKETPLACE & ACADEMY

ASTRA MEMBERS ATTENDING THE SHARE THE FAIR EVENT GET A MASTER LIST OF GREAT PRODUCTS RECOMMENDED BY THEIR PEERS

Chicago, Illinois (April 2, 2018) –The American Specialty Toy Retailing Association (ASTRA) today announced that its popular *Share the Fair* program, offered every year at Toy Fair, will make its Marketplace & Academy debut at ASTRA’s 2018 trade show and conference in New Orleans, Louisiana.

“ASTRA has always cultivated a ‘members helping members’ culture, and *Share the Fair* is yet another way we come together to swap ideas and help each other source great new items for ASTRA stores,” said Kimberly Mosley, President of ASTRA. “As our Marketplace & Academy exhibit hall has grown—this year with more than 480 exhibitors, which includes 196 companies exhibiting for the first-time at Marketplace & Academy—we want to give ASTRA retailers a simple tactic for sharing the gems they’ve found while walking the aisles in search of hot products that fit their stores.”

Share the Fair will take place during a continental breakfast on Tuesday, June 12, 2018 from 8 AM to 9:15 AM in Great Hall B at the New Orleans Convention Center. Products recommended at the breakfast discussion will be compiled into a master list of best products that will be available only to those who attend the *Share the Fair* breakfast event. This event is open only to retailers who are ASTRA members and who are registered for the full conference.

For information about ASTRA membership, visit www.astratoy.org. For information about other activities at ASTRA’s Marketplace & Academy, visit www.marketplaceandacademy.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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