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NEARLY 140 FIRST-TIME EXHIBITORS TO PARTICIPATE AT ASTRA'S RECORD-BREAKING MARKETPLACE IN PHILADELPHIA, PA

NEW PRODUCTS THAT DIFFERENTIATE SPECIALTY RETAILERS TO BE AVAILABLE AT [ASTRA'S MARKETPLACE](#)

Chicago, Illinois (April 4, 2017) – The American Specialty Toy Retailing Association (ASTRA) announced today that 138 toy manufacturers will be participating for the first time at its record-breaking exhibit hall at [ASTRA's upcoming Marketplace & Academy](#). The exhibit hall—ASTRA's largest ever—is sold out. Many will be showing products that are not available yet anywhere, which gives specialty retailers the opportunity to be the first to offer them in their communities.

“Specialty toy retailers need innovative products with high play value that consumers cannot find elsewhere, and ASTRA’s Marketplace is where store owners can go to discover them,” said Kimberly Mosley, President of ASTRA. “Innovative new products help retailers position themselves as a hands-on shopping experience that is more creative and more fun than what they can find at big box stores or online.”

ASTRA’s Marketplace & Academy will be held June 25-28, 2017 in Philadelphia, PA. Visit www.astramarketplace.org to register.

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 develops and supports a membership of independent retailers, manufacturers and sales representatives in the toy industry. Inspired to change the world through the power of play, ASTRA is a community of dedicated professionals committed to providing children with healthy, quality play materials that have a high play value and are designed with a focus on what the child can do, rather than what the toy can do. Through certification programs, educational resources and networking opportunities, ASTRA equips and empowers members to 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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