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## ***AHREN A. HOFFMAN JOINS ASTRA AS DIRECTOR OF EDUCATION***

***ROLE WILL EXPAND ASTRA'S PROFESSIONAL EDUCATION RESOURCES TO STRENGTHEN  
MEMBERS' BUSINESS PERFORMANCE***



***Chicago, Illinois*** (April 7, 2016)—Children's play and adult education specialist Ahren A. Hoffman has joined ASTRA as Director of Education, the American Specialty Toy Retailing Association (ASTRA) announced today.

Hoffman will lead ASTRA's effort to increase the availability of innovative professional educational programs that will help ASTRA members strengthen their business. Most recently the Manager of Industry Relationships and Partnerships at the National Lekotek Center, Hoffman holds a Bachelor's degree in therapeutic recreation from Central Michigan University. She also holds the Certified Therapeutic Recreation Specialist (CTRS) credential. She has served as a play specialist and trainer of play specialists. She has created and evaluated adult learner programs, and lead educational sessions for adult learners as a workshop coordinator and facilitator.

At ASTRA, Hoffman will further develop and manage ASTRA's education offerings, including the certification programs, face-to-face and on-demand offerings, and education sessions at ASTRA's Marketplace & Academy.

“We are thrilled that Ahren Hoffman has joined our team,” said Kimberly Mosley, President of ASTRA. “She brings lots of new ideas to our efforts to support our member education. Her experience and energy will be an asset to the specialty toy industry as she works to deepen our business and play expertise through user-friendly professional development programming.”

Hoffman begins her new role at ASTRA on April 11<sup>th</sup>. She can be reached at [ahoffman@astratoy.org](mailto:ahoffman@astratoy.org) or 312-222-0984.

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

With more than 1700 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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