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TOY MANUFACTURERS SUPPORT SCHOLARSHIP FUND FOR ASTRA RETAILERS

FUND WILL HELP RETAILERS EXPERIENCING FINANCIAL HARDSHIP TO ATTEND ASTRA'S MARKETPLACE & ACADEMY

Chicago, Illinois (May 2, 2017) – The American Specialty Toy Retailing Association (ASTRA) announced today that several toy manufacturers have contributed to a scholarship fund to help ASTRA retailers facing financial hardship attend ASTRA's 2017 [Marketplace & Academy](#) in Philadelphia, PA (June 25-28, 2017).

“Manufacturers recognize that sometimes the airfare, hotel, and other costs of attending ASTRA's Marketplace & Academy don't fit in the budget of retailers experiencing business challenges thanks to factors beyond their control,” said Kimberly Mosley, President of ASTRA. “Often these same retailers would benefit significantly from the support and insights to be found at Marketplace & Academy. In the spirit of ASTRA's *Mighty Together!* theme, manufacturers are generously stepping forward to give locally-owned toy retailers full access to this important resource.”

Contributors of \$1,000 or more to the scholarship fund will be featured in a special article in the September issue of the ASTRA Toy Times Magazine. Supporters will also receive recognition at the annual business meeting and in the ASTRA Digest. Retailers interested in applying for a scholarship should contact Sue Warfield, Director of Member Relations at swarfield@astratoy.org or 312-222-0984.

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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