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Contact: Susan J. Oliver  
773.263.3030  
soliver@interaccess.com



## ***HANDS-ON TOY STORE TO BE BUILT ON SHOW FLOOR AT ASTRA'S MARKETPLACE & ACADEMY***

### ***INTERACTIVE RESOURCES FOR PLANNING 2017 NEIGHBORHOOD TOY STORE DAY EVENTS TO BE FEATURED***

**Chicago, Illinois** (May 8, 2017) – The American Specialty Toy Retailing Association (ASTRA) announced today its 2017 Marketplace & Academy will include a live, hands-on, experiential toy store—complete with product demonstrations, enthusiastic staff, and giveaways—on the exhibit hall floor.

Called the Neighborhood Toy Store Day Experience, it will offer tools to help retailers make November 11, 2017 their best Neighborhood Toy Store Day yet. Retailers will find complimentary planning resources, hot products, and special offers from specialty-focused manufacturers—all designed to kickstart fourth quarter and holiday season sales.

“72% of retailers who participated in the 2016 Neighborhood Toy Store Day promotion reported that they saw an increase in sales,” notes Kimberly Mosley, President of ASTRA. “The momentum starts to build *now*, and the more stores that participate, the greater the impact we will have in collectively communicating the specialty toy advantage. We encourage all attendees at ASTRA’s Marketplace & Academy to stop by and check out the whole package of resources ASTRA is providing this year to support your store’s Neighborhood Toy Store Day event.”

ASTRA’s Marketplace & Academy will be held June 25-28, 2017 in Philadelphia, PA. Visit [www.astramarketplace.org](http://www.astramarketplace.org) to register. The NTSD Experience is proudly supported by Ann Williams, Blue Orange Games, Crazy Aaron's Puttyworld, Green Toys, HABA USA, – MindWare Wholesale, Neat-Oh! International, LLC, Orb Toys and Thames & Kosmos.

#### **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/](http://www.astratoy.org/).

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