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ASTRA TO HONOR INDUSTRY LEADERS AT MARKETPLACE & ACADEMY

FIVE LITTLE MONKEYS, THE ORB FACTORY, BETSY HARNEY, AND SHAUNA DAVIDSON TO GET EXCELLENCE AWARDS

Chicago, Illinois (May 18, 2016) – The American Specialty Toy Retailing Association (ASTRA) announced the 2016 winners of ASTRA’s coveted Excellence Awards today.

Selected by the ASTRA membership, the awards recognize leading retailers, manufacturers, and sales representatives who represent the best of the specialty toy industry. The 2016 awardees are:

- **Retailer Excellence Award**
Stephanie Sala, Owner
Five Little Monkeys
Berkeley, California
- **Manufacturer Excellence Award**
The Orb Factory
Halifax, Nova Scotia
- **Sales Representative Excellence Award**
Betsy Harney
Sugar B Sales
Renton, Washington
- **Sales Representative Excellence Award**
Shauna Davidson
WundeReps
Lisle, IL

“Our annual gathering at Marketplace & Academy is an appropriate time to pause and recognize those leaders who have had a big impact on growing the specialty toy industry,” said Kimberly Mosley, President of the American Specialty Toy Retailing Association (ASTRA). “Our honorees inspire us and exemplify what makes the specialty toy industry *special*: an appreciation for the role of play in healthy child development; a commitment to top-notch service; and a willingness to help others in the industry succeed.”

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The award ceremony will take place on Monday, June 6, 2016 at the Colorado Convention Center in Denver, Colorado during ASTRA's annual Awards Breakfast and Business Meeting. The event begins at 8 AM Mountain time.

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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