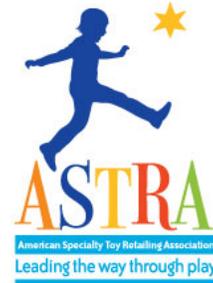


FOR IMMEDIATE RELEASE

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MILLER TO RECEIVE ASTRA TOP HONOR

INDUSTRY CONTRIBUTIONS TO BE RECOGNIZED AT ASTRA'S MARKETPLACE & ACADEMY IN PHILADELPHIA, PA

Chicago, Illinois (June 5, 2017)– The American Specialty Toy Retailing Association (ASTRA) announced today that specialty toy retailer and industry leader Brian Miller of the Geppetto's A Child's Fantasy toy stores in the San Diego, California area will be honored at [Marketplace & Academy](#) with ASTRA's coveted Lifetime Achievement Award.



A veteran of twenty-five years in the toy industry and the owner of nine Geppetto's locations—one of the largest locally-owned regional toy store chains in the country—Miller started his toy career about the same time ASTRA was founded. He was a board member and volunteer leader during ASTRA's early years, and helped to shape many core ASTRA programs that continue to serve the business needs of independent toy retailers, sales representatives, and manufacturers today.

“Our annual gathering at Marketplace & Academy is an appropriate time to pause and recognize a leader like Brian, who has had such an immense impact on growing the specialty toy industry,” said Kimberly Mosley, President of ASTRA. “Honoring Brian with the Lifetime Achievement Award is our way of saying ‘thank you’.”

ASTRA Board of Directors Chair Ann Kienzle, CPE, owner of *play in Chicago, Illinois, commented that “Brian is the epitome of what a specialty retailer should be...a smart business person with an eye for his brand and a love of the product. He has had a positive impact on everyone from vendors, sales reps, and other retailers to organizations like The Good Toy Group and ASTRA.” Retailer Christine Osborne, owner of Wonder Works in Mt. Pleasant, South Carolina, said “Brian's professionalism and grace in all situations shines brightly and exemplifies why he is deserving of this award. His willingness to always help move the industry forward is evident in all he does.”

ASTRA will present Miller with the Lifetime Achievement Award at its annual Awards Breakfast and Business Meeting, which will be held Monday, June 26, 2017 from 8 AM to 9:30 AM Eastern Time at the Pennsylvania Convention Center in Philadelphia, PA.

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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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