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ASTRA MEMBERS ELECT NEW REPRESENTATIVES TO BOARD OF DIRECTORS

Philadelphia, PA (June 26, 2017) – Members of the American Specialty Toy Retailing Association (ASTRA) elected three specialty toy industry leaders to its Board of Directors at ASTRA’s Marketplace & Academy today in Philadelphia, PA. The new representatives are:

Chair-elect

Dee Farrell, Neat-Oh International, LLC, Northfield, IL

Retailer

Amy Saldanha, kiddywampus, Hopkins, MN

Manufacturer

Kevin McGrath, The Original Toy Company, Milford, CT

Eric Quam of Fat Brain Toy Co in Elkhorn, NE assumed the role of Chair of the ASTRA Board of Directors. He has served as Chair-elect for the past year.

“ASTRA is so fortunate to have committed professionals who volunteer their time to lead this important organization and generate innovative ways to help members grow their toy businesses,” said ASTRA President Kimberly Mosley. “ASTRA has always been member-driven, and our creative, engaged Board of Directors has always been one of our great strengths.”

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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