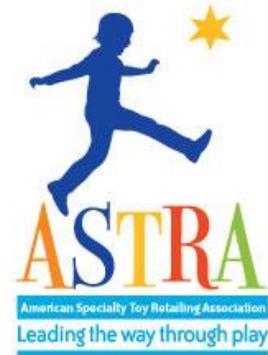


FOR IMMEDIATE RELEASE

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## ***ASTRA LAUNCHES PRODUCT DONATION PROGRAM FOR 2018 HOLIDAY SEASON***

### ***“TOYS FOR JOY” DESIGNED TO FILL TOY DONATION GAP LEFT BY TOYS R US EXIT***

**Chicago, IL** (July 24, 2018) – *Toys for Joy*, a new program of the American Specialty Toy Retailing Association (ASTRA) that offers a simple way for toy manufacturers to provide toys to children in need, is now accepting product donations, ASTRA announced today.

In partnership with Good360, a highly respected global leader in product philanthropy that sources and distributes donated goods, participating ASTRA manufacturers can provide products that will be disseminated to fully vetted charitable organizations serving disadvantaged children. Many of these organizations previously received toys from the now-defunct Toys R Us donation program that also partnered with Good360.

“The toy industry is experiencing some change and disruption, but ASTRA believes this should not impact children’s access to the magic of play,” said Kimberly Mosley, President of ASTRA. “ASTRA’s *Toys for Joy* program will help community organizations with a history of putting toys in the hands and hearts of children continue those important programs. *Toys for Joy* is another way that ASTRA members can be mighty together and make this year’s holiday season one that kids all over the country will long remember.”

Manufacturers wishing to donate products are asked to complete a [donation form](#) by August 15<sup>th</sup>. Products must be shipped and received by August 31<sup>st</sup> to ensure distribution for the holiday season. A minimum of one pallet is requested. More information can be found at [Good360](#).

#### **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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**About Good360**

Good360 is the global leader in product philanthropy and purposeful giving and partners with socially responsible companies to source highly needed goods and distribute them through its network of diverse nonprofits that support people in need. Since its inception, Good360 has distributed more than \$9 billion in needed goods, helping transform lives by providing hope, dignity and a sense of renewed possibility to individuals, families and communities impacted by disasters and other challenging life circumstances. Good360 is a registered 501(c)(3) organization. Learn more at [www.good360.org](http://www.good360.org).

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