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## **ASTRA's NEIGHBORHOOD TOY STORE DAY TO KICK OFF HOLIDAY SHOPPING SEASON ON NOVEMBER 11<sup>TH</sup>**

### ***RECORD NUMBER OF STORES AND MANUFACTURERS WILL PARTICIPATE***

**Chicago, IL** (October 16, 2017) – A record number of specialty toy retailers and toy manufacturers have committed to participate in this year's Neighborhood Toy Store Day, the American Specialty Toy Retailing Association (ASTRA) announced today.

The event, to be held nationwide on Saturday, November 11, 2017, is designed to be a community kickoff for the holiday shopping season with in-store events, play day activities, giveaways, raffle items, and product discounts. Many stores also donate a portion of their sales to a local charity.



“If your store is not one of the nearly 270 independent retailers that have pledged to celebrate Neighborhood Toy Store Day this year, it’s not too late,” noted Kimberly Mosley, President of ASTRA. “Visit <http://ntsd.astratoy.org/home> and you’ll find quick, easy-to-execute last minute ideas, press release templates, and downloadable graphics to support your celebration and attract customers to your store. It’s a great way to spotlight the specialty toy difference in your local community.”

In addition to the materials that ASTRA provides free to its members, more than 80 manufacturers have provided Neighborhood Toy Store Day specials available to ASTRA members who request them from the manufacturers, ranging from price discounts to play date kits to special terms. ASTRA will support the effort with national mass media and social media outreach.

For more information or to find an ASTRA store to visit on the big day, click here: [Neighborhood Toy Store Day](#).

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

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