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Contact: Susan J. Oliver
773.263.3030
SusanOliver@protonmail.com



ASTRA ANNOUNCES OPENING SESSION AND CLOSING SESSION SPEAKERS FOR MARKETPLACE & ACADEMY 2020

LAUGHTER AND THE HERO EFFECT® TAKE CENTER STAGE AT MARKETPLACE & ACADEMY



Chicago, Illinois (January 27, 2020)

–The American Specialty Toy Retailing Association (ASTRA) announced today that award-winning comedian, television personality, and nonprofit leader Jeff Civillico will open ASTRA’s Marketplace & Academy 2020.

The closing keynoter will be successful former business executive Kevin Brown, author of *The HERO Effect*®. This year’s [Marketplace & Academy](#), themed *More than a Toy Show*, will take place June 7-10, 2020 in Orlando, Florida.

“When the independent toy industry gets together, we do a lot of laughing and learning,” says Kimberly Mosley, president of ASTRA. “This year’s keynoters will help us continue that tradition. We hope all attendees will leave Orlando renewed and inspired.”



Jeff Civillico produces and headlines *Comedy in Action*, his own one-man clean comedy show at Paris Las Vegas, a Caesars Entertainment property. The show has been awarded three “Best of Las Vegas” awards and named by several list of top things to do in Vegas. . He has hosted national programs on ABC, NBC, ESPN, Travel Channel, Cooking Channel, and more. He is the proud founder and chair of Win-Win Entertainment, a 501c3 national nonprofit based in Las Vegas that creates opportunities for professional entertainers, athletes and celebrities to share their time and talent with children in need. An upbeat, energetic, motivational entertainer, Civillico will open ASTRA’s Marketplace & Academy on Sunday, June 7 from 8:30 AM to 10:00 AM Eastern time and prepare everyone for a conference full of learning and inspiration.

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Kevin Brown, author of *The HERO Effect*[®], will close ASTRA's Marketplace & Academy with heartwarming and through-provoking content that will leave ASTRA attendees ready to be their own heroes. With a street-wise aptitude and a never-quit attitude, Brown worked his way from the front lines in business to the executive boardroom. For nearly two decades Kevin was a sales and marketing executive who helped grow a little-known family business into an industry giant with annual revenues reaching two billion dollars. After a career in franchising that spanned 30 years, Kevin retired from corporate America to help individuals and organizations expand their vision, develop their potential, and grow their results through the simple principles of *The HERO Effect*[®] message. Brown's keynote presentation will take place during ASTRA's closing session and luncheon on Wednesday, June 10 from 12:30 to 2 PM Eastern time.

Special Early Bird registration rates for ASTRA's [Marketplace & Academy](#) are available through Wednesday, February 25th. [Register online](#) or at the ASTRA Booth at Toy Fair at [Javits booth 6511](#).

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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