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ASTRA's "SHARE THE FAIR" TO FEATURE TOY FAIR'S BEST FINDS

BREAKFAST EVENT FOR ASTRA MEMBER RETAILERS COMPILES LIST OF NOT-TO-BE-MISSED PRODUCTS AT JAVITS

Chicago, Illinois (February 17, 2020) –The American Specialty Toy Retailing Association (ASTRA) announced today that its annual *Share the Fair* event will be held Monday, February 24th at Javits Convention Center. Open only to ASTRA members, the event is designed to help retailers optimize their time at Toy Fair by identifying not-to-be-missed products that are great fits for most independent toy stores.



“Time at Toy Fair is so precious, and the independent retailers who are members of ASTRA make a big investment to attend,” says Kimberly Mosley, president of ASTRA. “*Share the Fair* is ASTRA’s way of helping members navigate the aisles efficiently and effectively during their last hours at the show, with the goal of leaving with product plans that will keep their stores fresh and exciting in 2020.”

The *Share the Fair* breakfast event will be held from 8:00 AM to 9:00 AM in Hall 1E 11, Javits Center on February 24th. All ASTRA member retailers are invited. Any member retailer attending the breakfast may pick up a printed copy of the *Share the Fair* list at the ASTRA booth #6511 by noon that day. Retailers wanting to attend *Share the Fair* must be members by the end of the day on February 23rd. Retailers can [join online](https://www.astratoy.org) or visit ASTRA booth # 6511 to join.

For information about ASTRA membership and other ASTRA activities at Toy Fair, visit www.astratoy.org. Find ASTRA at Booth 6511 on Level 1 of Javits Convention Center.

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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