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NEW AT ASTRA MARKETPLACE & ACADEMY: PLAY FROM DAY ONE ZONE

***SPECIAL AREA ON EXHIBIT FLOOR WILL SHOWCASE PRODUCTS THAT
SUPPORT PLAY ACROSS THE LIFESPAN***

Chicago, Illinois (April 30, 2019) –The American Specialty Toy Retailing Association (ASTRA) announced today that its new *Play from Day One* zone at this year’s [Marketplace & Academy](#) will showcase products that support play across the lifespan starting at birth and moving through adulthood. The area will be divided into five categories that reflect the five major developmental domains: physical, communicative, cognitive, social/emotional and sensory.

“ASTRA’s manufacturers and retailers are known for products that are lots of fun and great for healthy, developmentally appropriate play at the same time,” noted Kimberly Mosley, president of ASTRA. “Our *Play from Day One* zone will present a fresh way to think about the range of products you carry and how you organize them in your store.”

ASTRA attendees can augment the *Play from Day One* product information and other learning about human development by participating in the two-day pre-conference workshop to earn their [Certified Play Expert](#) credential. “Mastering the science behind play and becoming a certified play expert is a great way to differentiate your store,” said Mosley.

Visit [Marketplace & Academy](#) for more information and to register. The event will be held June 9-12, 2019 in Pittsburgh, PA. The [Certified Play Expert \(CPE\)](#) pre-conference workshop will be held just prior to [Marketplace & Academy](#) on June 7th and June 8th.

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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