



STATEMENT FROM KIMBERLY MOSLEY President, American Specialty Toy Industry Association (ASTRA)

Chicago, IL (May 15, 2019) – Our economy depends on small, locally-owned businesses that create jobs and play a central role in keeping the consumer dollar circulating in their communities, where it supports local services through sales tax and invests in neighborhood improvement. Independent toy store owners and the manufacturers who supply the beloved toys they sell exemplify the value that small businesses provide.

Perhaps there are businesses that have the financial cushion and flexibility needed to absorb the higher costs and reduced sales that this latest round of tariffs will create for American retailers. Independent retailers typically do not. Family-owned neighborhood toy stores are far less equipped to weather this needlessly aggressive tariff storm.

At a time when market forces are changing the retail landscape so significantly—resulting in the closing of hundreds of brick and mortar stores nationwide—it is more important than ever that our government and business community join together to support fair trade that gives locally-owned toy stores and their suppliers a reasonable chance to survive.

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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