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SPECIALTY TOY RETAILERS GEAR UP FOR *NEIGHBORHOOD TOY STORE DAY*

ASTRA STORE OWNERS TO PROMOTE THE ADVANTAGES OF SPECIALTY TOYS IN THEIR COMMUNITIES

Chicago, IL (November 5, 2012) Hundreds of independent toy retailers in the United States and Canada will celebrate Neighborhood Toy Store Day on Saturday, November 10, 2012, the American Specialty Toy Retailing Association (ASTRA) announced today.

The American Specialty Toy and Retailing Association (ASTRA) established Neighborhood Toy Store Day to introduce families to the fun of shopping at local toy stores and to celebrate each retailer's commitment to the community. The event is held on the second Saturday in November every year. Participating stores will host local in-store events for families, such as face painting, craft projects, live performances or special discounts.

"Neighborhood Toy Store Day focuses on growing the specialty toy industry," said Kathleen McHugh, President of ASTRA. "Our members create fun, appealing events that fit their local market. The goal is to draw customers into ASTRA stores at the very beginning of the holiday season so toy buyers can see first-hand the smart, unique products and experience the excellent customer service."

ASTRA's 2012 Best Toys for Kids award winning toys will be featured at most participating stores. Some stores are offering special coupons, product giveaways and raffles, toy and game demonstrations, and live entertainment. Many are combining their celebration with tie-ins to their community's buy-local campaign and are donating a portion of the day's proceeds to a local charity.

To find an ASTRA store to visit on Neighborhood Toy Store Day, go to www.yourneighborhoodtoystore.org.

More...

About the American Specialty Toy Retailing Association (ASTRA)

With more than 1400 members, the American Specialty Toy Retailing Association (ASTRA) is the largest association for companies in the toy and children's products arenas. ASTRA and its member companies promote the growth of the toy industry by delivering products that serve children's best interests. For more information, visit www.astratoy.org.

Because Community Matters, ASTRA members thank you for shopping locally.

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