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ASTRA's BUILDS CONSUMER ENGAGEMENT WITH "WOO HOO THEM!" CAMPAIGN

EFFORT HELPS LOCAL TOY STORES COMMUNICATE THE SPECIALTY TOY DIFFERENCE

Chicago, IL (December 3, 2012) – The American Specialty Toy Retailing Association (ASTRA) announced today that it has launched the “Woo Hoo Them!” campaign to generate social media buzz among moms and other toy buyers during the holiday season.

“ASTRA’s purpose is to help our member retailers thrive, and this campaign is a new way that we are supporting outreach to consumers,” said Kathleen McHugh, President of ASTRA. “It is a social media campaign—which fits with the way today’s moms get information about products and stores—and builds on the messaging store owners used in the ramp up to November’s Neighborhood Toy Store Day. It keeps the specialty toy and the shop local message in front of consumers throughout the holiday season.”

The “Woo Hoo Them!” campaign is promoted to consumers through several channels: (1) connecting with the social media outlets of ASTRA member retailers; (2) outreach to local bloggers across the country; and (3) a Facebook advertisement. The campaign asks consumers to tweet “Woohoo them this holiday season with ASTRA’s Best Toys for Kids”, using the hashtag #woohootoys. All consumers who do so will be entered in a drawing for gift certificates from their local toy store.

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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