



aNb Media, Inc.

## ASTRA 2016

*This year's ASTRA Marketplace & Academy will feature a host of new toys. But be on the lookout for manufacturers selling products for the brick-and-mortar specialty store only. An increasing number of manufacturers are offering products that won't be sold at mass retailers—and won't be sold online. The goal is to differentiate your store from the zillions of websites selling product based only on price. In addition, ASTRA is working with its members to help them stand out in the crowd. Visit [astratoy.org](http://astratoy.org) for more information on the organization's Exclusives Program for members. Shown on the next few pages are what's expected to be highlighted at the show from a variety of toy companies.*



### The Young Scientists Club

The Young Scientists Club expands on its Magic School Bus line in conjunction with Scholastic. Both kits are designed for ages 5 and up. The Magic School Bus Human Body Lab is a complete lab that gets kids building a 17-inch plastic human skeleton, exploring touch receptors, learning about tooth enamel, and making a ball-and-socket joint.

Inside The Magic School Bus Space Lab is an astronomical device called the Star Pilot that locates constellations both on the star ball and in the night sky. Experiments and activities include learning about the life cycle of a star, creating a planet poster, a 16-page booklet debunking constellation myths around the world, and a data notebook, among other components.

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