



Adrienne Appell

*Executive Vice President, Marketing Communications
The Toy Association*

Adrienne Appell joined The Toy Association's communications department in 2004. In her current role, she is responsible for the development, implementation, and oversight of The Toy Association's communications strategies, active digital footprint, key messaging, and value of play and brand integrity programs, including The Genius of Play™ movement, which raises awareness of play's benefits and has successfully encouraged millions of families to make time for play in their day-to-day lives.

As a leading toy trends specialist and spokesperson for The Toy Association, Appell is often called upon as an expert to speak at industry events, trade shows, and conferences on a variety of toy-related topics. She is frequently interviewed by national and local consumer and business media, including top-tier outlets like Good Morning America, Fox and Friends, Good Day New York, Reuters, the Chicago Tribune, and The New York Times, among many others.

Prior to joining The Toy Association, she worked in the corporate communications division of Scholastic, Inc. and began her career at the global public relations agency Weber Shandwick, working on client accounts such as Kodak, Disney, and Compaq computers.

She currently resides in Hoboken, NJ with her husband and two children.