

FOR IMMEDIATE RELEASE



CANADA'S BIG-ON-BOOKS TOY STORE: TOYS"R"US CANADA ANNOUNCES MAJOR BOOK EXPANSION

TORONTO, ON, April 6, 2022 – Toys"R"Us Canada has long been the dedicated specialty retailer of toys and baby products. Now, they're at the head of the class when it comes to books, with a recent category expansion bringing the newest titles to more than 80 locations across the country and an ever-growing online selection. Booklovers can now discover a vast curated selection of titles to suit all ages and interests. Categories include Bestsellers; Baby's First Library; Bedtime; "R" Picks; Celebrating Diversity; Canadian Authors; Award Winners; and Empathy & Emotions, from publishing partners including Scholastic Inc, Penguin Random House LLC, Raincoast Books Ltd. and more.

"Fostering a lifetime's passion for reading and books is hugely important to all of us at Penguin Random House Canada. We couldn't be more pleased to have a retailer like Toys"R"Us creating a space for readers who call Canada home and look to books to help shape their own stories; and whose lifelong reading, learning, and imagining are the building blocks of its future." –Beth Lockley, Vice President, Marketing and Communications, Penguin Random House Canada

This expansion is part of Toys"R"Us Canada's commitment to serving families by bringing a broad and deep selection of books and toys together in one exciting space. With a collection as tall as 82 giraffes, that can cover 20 hockey rinks, and stacked up, is roughly as deep as 135 swimming pools, Toys"R"Us continues to be a top resource and one-stop-shop for parents.

"We're so excited to be 'Canada's Big-on-Books Toy Store' – it's an identity that lets us wrap our arms around all the things kids love, and that grownups love for them! The depth and breadth of our new selection encompasses interests and favourite characters for kids at every age, including pre-readers. It unites reading and play in a way that's very natural." –Allyson Banks, Director of Marketing Toys "R" Us Canada

Building upon the success of its toy offerings, the Toys"R"Us book expansion will include a variety of titles and new releases that complement the education-based toys, as well

as the toys from favourite movies, shows and games that shoppers have come to expect from the brand. Upcoming releases include Dav Pilkey's Cat Kid Comic Club, The Baby-Sitters Club, The Bad Guys series, Bibi's Got Game by Bianca Andreescu and Layla the Last Black Unicorn by Tiffany Haddish, to name a few. Grownups looking to build up kids' "to-be-read" piles can look forward to upcoming promotions on some red-hot graphic novel series and books to celebrate moms and grads!

The hottest kid books will be available now in stores and online at toysrus.ca, with new titles rolling out every week.

FOR MORE INFORMATION, INTERVIEWS OR MEDIA REQUESTS, PLEASE CONTACT:

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Stay up to date by following **@ToysRUsCanada** and **@BabiesRUsCanada** on [Facebook](#), [Instagram](#), and [Twitter](#).

ABOUT TOYS"R"US® (CANADA) LTD. ("TOYS"R"US CANADA")

Toys"R"Us® Canada has been Canada's dedicated specialty retailer of toys and baby products since 1984, spreading happiness throughout its 80+ stores across Canada and e-commerce sites, Toysrus.ca and Babiesrus.ca. The company nurtures the needs for Canadian families in every stage from baby essentials to learning and play, with a wide range of national brands, exclusive products, innovative programs and unique partnerships. Committed to creating an experience-driven destination for the whole family, Toys"R"Us® Canada offers a fun and memorable in-store experience for children *and* their parents. The company also focuses on giving back to its communities through charity efforts that support children in need and their families. Toys"R"Us Canada is a subsidiary of Putman Investments. Toys"R"Us and Babies"R"Us are registered trademarks owned by Toys"R"Us (Canada) Ltd. All rights reserved.