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Toronto Blue Jays inaugurate Kids' Zone presented by Toys"R"Us – fresh new family-friendly fun at the ballpark

TORONTO, May 13, 2019 – The Kids' Zone presented by Toys"R"Us, introduced on the weekend at *Rogers Centre*, is set to provide kids and kids at heart with family-friendly fun at *Toronto Blue Jays* games. Located in Section 237 on the 200 Level, the new area features a unique 'dive and catch' activity that gives fans a chance to be photographed diving into a foam pit while making a spectacular catch, experiencing baseball glory.



Kids enjoy a 'dive and catch' activity in the Kids' Zone presented by Toys"R"Us at the Toronto Blue Jays games, Saturday, May 11.

“We’re on a mission to help Canadians rediscover the magic and power of play,” says Melanie Teed-Murch, president of Toys"R"Us Canada. “And the new Kids' Zone presented by Toys"R"Us is a good example of how we’re dedicated to achieve this important mission. Along with the *Toronto Blue Jays*, we invite baseball fans visiting the *Rogers Centre* to jump right into the fun.”

The Kids' Zone will also feature Geoffrey the giraffe and ACE, mascots of Toys"R"Us Canada and the *Toronto Blue Jays* respectively. Joining in the fun, select games will also feature special appearances by Teenage Mutant Ninja Turtles and Paw Patrol.

“Our partnership with Toys"R"Us is off to a great start,” says Mark Ditmars, vice president, corporate partnerships, *Toronto Blue Jays*. “The dedicated play zone is a new, enhanced experience for our younger fans and their families when they come to a game, and one we know will be a huge hit.”

The Kids’ Zone forms part of Toys"R"Us Canada’s partnership with the *Toronto Blue Jays*. National in scope and focused on the value of play in families and communities, the sponsorship also includes Toys"R"Us taking part in outdoor festivals at *Rogers Centre*, in-store mascot appearances and community outreach. The company will also play a major role in ACE’s Birthday Bash, helping celebrate the *Blue Jays* mascot’s birthday in July.

Stay up to date on the *Toronto Blue Jays* and Toys"R"Us Canada event activations by following Toys"R"Us Canada on [Facebook](#), [Instagram](#), and [Twitter](#).

For further information about Toys"R"Us Canada, visit toysrus.ca.

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About Toys"R"Us (Canada) Ltd (“Toys "R" Us Canada”): Since 1984, Toys"R"Us Canada has been Canada’s dedicated specialty retailer of toys and baby products. The company brings national brands, exclusive products, innovative loyalty programs and unique partnerships to Canadians at its 82 stores across Canada, its Toybox pop-up store in Guelph, Ontario and through its e-commerce sites Toysrus.ca and Babiesrus.ca. Committed to giving back to its communities, the company focuses its charity efforts on supporting children and their families – whether enhancing resources and services, helping development through play or offering encouragement to seriously ill children. Toys"R"Us Canada is a subsidiary of Fairfax Financial Holdings Limited.

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