



FOR IMMEDIATE RELEASE

## **Geoffrey the Giraffe throws ceremonial first pitch at Rogers Centre**

*Toys"R"Us Canada mascot debuts signature hoof-ball as part of partnership with Toronto Blue Jays*



*Geoffrey the Toys"R"Us Giraffe threw out the first pitch before a Toronto Blue Jays game at Rogers Centre July 24<sup>th</sup>, 2019.*

**Toronto, July 25, 2019** – Geoffrey the Toys"R"Us Giraffe, the official mascot of Toys"R"Us Canada, the country's toy and baby authority, yesterday the ceremonial first pitch at Rogers Centre on July 24, 2019 to kickoff the third home game of a *Toronto Blue Jays* series against the Cleveland Indians.

"Geoffrey's been playing with toys and games for years," says Melanie Teed-Murch, president at Toys"R"Us Canada. "But I never thought I would see him on a professional sports field. He did an amazing job and I'm sure if he could speak he would likely encourage everyone to pick up a toy or ball and play with him."

Geoffrey and his closest friends spent months preparing for the big game lifting toy boxes, doing push ups and, according to some reports, even running down the aisles – an activity he

knows he should not be doing. Footage of his training was leaked to media in a [short video](#) first seen on Instagram, on July 17, 2019. Geoffrey even travelled to Barrie, Ontario earlier this week to throw the first pitch at a Barrie Minor Baseball Association little league game between the Lookouts vs Bisons.

“Geoffrey is committed to showing Canadians the importance and benefits of play,” says Teed-Murch. “Even if life throws you curveballs, or you think you can’t do it, Geoffrey reminds us that you can do or be anything you want if you believe in yourself and support yourself with a positive attitude. Mascots too have a gift of showing us the power of play, beyond words.”

The ceremonial first pitch was part of a Toys"R"Us Canada and *Toronto Blue Jays* partnership that was announced in March. The proudly Canadian organizations will continue to evolve their partnership over the coming seasons to bring new and exciting playful experiences to customers and fans coast to coast.

Stay up to date on Toys"R"Us Canada events and promotions by following Toys"R"Us Canada on [Facebook](#), [Instagram](#), and [Twitter](#) or visiting [toysrus.ca](http://toysrus.ca). .



*Geoffrey the Toys"R"Us Giraffe threw the ceremonial first pitch at a little league game, July 22, 2019, in Barrie, Ont., between the Lookouts and the Bisons.*

-Let's Play, Canada!-

## **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 83 stores across Canada 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.

### **For media information or interview requests:**

Travon Smith  
Torchia Communications  
(416) 341-9929 ext.222  
[travon@torchiacom.com](mailto:travon@torchiacom.com)