

FOR IMMEDIATE RELEASE



Toys "R" Us Canada unveils its 2020 Holiday Toy Book, the largest selection of gifts for the upcoming holiday season

The Big Book of Holiday Wonders has finally arrived!

TORONTO, ON, October 26, 2020 - Toys"R"Us, Canada 's premier specialty toy retailer, is excited to announce that its annual toy book, *The Big Book of Holiday Wonders*, is officially launched! *The Big Book of Holiday Wonders* features over 2,000 of the latest and greatest ideas, available at up to 40% off the regular price. With plenty of choices for every kid, from toddler to tween, Toys"R"US is the go-to destination for every toy on a kid's wish list this upcoming holiday season!



Our Big Book of Holiday Wonders (CNW Group/Toys "R" Us (Canada) Ltd.)

The wonders of the holidays come to life in 44 pages filled with must-have toys, designed to bring joy and excitement to everyone as the most wonderful time of the year approaches.

From interactive toys to educational games, outdoor toys to family fun, *the Big Book of Holiday Wonders* will inspire every child's wish list. Featuring toys from our toy experts' featured toy list, the toy book includes toys that will spark your child's curiosity and creativity. There's something for every kind of dreamer: science enthusiast, outdoor adventurer, fashionista, little builder, aspiring athlete, bookworm or creative soul. Toys"R"Us offers stores as big as your child's imagination.

For the first time ever, the 2020 Toys"R"Us Toy Book features six different covers, showcasing our most popular brands named to the Featured Toys list. Special covers have been created for Mattel, Barbie, Lego, Super Mario, Hasbro, Star Wars The Kid, SpinMaster, Paw Patrol, and MGA

Entertainment and LOL Surprise , making this year's edition of the Toy Book a truly special vintage to collect.

“We are thrilled to launch our iconic and coveted toy book to families across Canada,” said Vic Bertrand, President and CEO of Toys"R"Us Canada. “Our highly sought-after gift ideas are specially designed to bring joy, excitement and wonder to all families this upcoming holiday season. With countless options in-store and online, we have what you need and we can’t wait to serve you. Which blanket will you get?”

Toys"R"Us wants to make your holiday shopping more fun and easier than ever. Our associates are expert gamers, available to you as you come explore our fun-filled stores nationwide. With fun on-site shopping, in-store pickup, truly convenient curbside pickup, same-day delivery, next-day delivery and standard delivery, there are more options than ever! Toys"R"Us is also rolling out a new nationwide Holiday section, located at the front of our stores, if you need to fulfill any gifting and celebration needs.

The Big Book of Holiday Wonders is coming to stores and will be delivered to five million Canadians on October 26. It is also available on the Flipp app and at toysrus.ca in the flyer section until November 18.

About Toys"R"Us (Canada) Ltd. ("Toys"R"Us Canada") Toys"R"Us Canada has been Canada's premier specialty toy and baby retailer since 1984. Through its more than 80 stores nationwide and its Toysrus.ca and Babiesrus.ca websites, the Company offers Canadians national brands, exclusive products, an innovative loyalty program and unique partnerships. Committed to giving back to the community, the Company focuses its charitable efforts on supporting children and families, whether by enhancing resources and services, stimulating development through play or encouraging seriously ill children. Toys"R"Us Canada is a subsidiary of Fairfax Financial Holdings Limited. Toys"R"Us and Babies"R"Us are registered trademarks of Toys"R"Us (Canada) Ltd. All rights reserved.

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