



Toys"R"Us Canada reveals surprise toy successes of holiday 2019

Toronto, December 23, 2019 – With one full week left for Christmas shopping, Toys"R"Us Canada reveals three exciting toys that have been a surprise hits with consumers.

“Kids love to play with their hands,” says Frank Juhasz, vice president of marketing and omni channel innovation at Toys"R"Us Canada. “And our top surprise toy sensations so far in the season allow for a lot of that. Our friends at Zuru, Moose Toys and LeapFrog have delivered quality toys that allow kids to roll up their sleeves and have a tactile experience and much creativity at play.”

The three surprise successes of Holiday 2019 at Toys"R"Us Canada are:

1) Na! Na! Na! Surprise 2-in-1 Fashion Doll & Plush Pom with Confetti Balloon Unboxing by Zuru Inc.



Na! Na! Na! Surprise has glamour, plush and confetti all in one incredible unboxing experience. The stylish posable doll has hair flowing down to her feet. The doll comes with a balloon that is loaded with a surprise confetti experience. With six different dolls to choose from, each with animal-inspired personalities, Na! Na! Na! Surprise has really connected with consumers.

2) Heroes of Goo Jit Zu by Moose Toys



The capability to bend, stretch and squish is an important selling point for kids who want to manipulate toys to their liking and model their action figures. Squishy, stretchy and gooey are some awesome ways to describe this fan-favourite action figure.

3) LeapBuilders 123 Fix-It Truck by LeapFrog



Featuring an interactive 31-piece block set, LeapFrog's LeapBuilders 123 Fix-It Truck is a creative block-building package for children ages two and up. This set of smart blocks brings an audible dimension to creative learning by introducing its little builders to numbers, colours, music and educational songs. The 123 Fix-It Truck is a part of LeapFrog's LeapBuilders collection of interactive blocks.

“There’s nothing more heartwarming than seeing a child smile when they get down to the business of play,” says Juhasz.

Na! Na! Na! Surprise Collectible Soft Fashion Dolls, Heroes of Goo Jit Zu and LeapBuilders 123 Fix-It Truck are readily available at Toys"R"Us Canada’s 83 stores across Canada – and make for a great gift for the little ones in your life.

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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. 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. Toys"R"Us and Babies"R"Us are registered trademarks owned by Toys "R" Us (Canada) Ltd. All rights reserved.

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