



## **Toys"R"Us Canada announces Black Friday, Cyber Monday deals**

Go ahead. Gift someone. Deals have started and they're not about to stop.

**Toronto, November 27, 2019** – Toys"R"Us Canada announces the main elements of its Black Friday and Cyber Monday deals, now in market until Dec. 4. To accommodate the expected flow of customers, all stores will open at 7 am (8 am in Quebec).

"We've saved our best deals for the holidays," says Frank Juhasz, vice president of marketing and omni channel innovation at Toys"R"Us. "If anyone has not visited our stores recently, I encourage them to do so this holiday season. I think they'll see our customer-first strategy in full bloom, from store layout to product selection and value."

On Black Friday, November 29, almost all products in store and online will be discounted by 15 to 60 per cent. Some of the most popular items - Fortnite AR-L Nerf Elite Dart Blaster, Barbie Supermarket Playset with Doll, Step 2 Coffee Time Kitchen and LeapPad Ultimate Get Ready for School Bundle – will be discounted by 50 per cent, while supplies last.

From November 28 to December 4, customers will also find over 200 deals on popular items including select LEGO Building Sets, Beyblade SwitchStrike Battle Tower, Paw Patrol Sea Patroller and select Hot Wheels and L.O.L. Surprise! items.

"Giving is good anytime," says Juhasz. "But with pricing and value so strong now, it makes a lot of sense for customers to reconsider their gifting plans this weekend, if only to see how much further a dollar can get you."

For the latest updates on deals and promotions, visit [toysrus.ca](http://toysrus.ca) or [babiesrus.ca](http://babiesrus.ca), follow the company on social media or go into any of the company's 83 locations across Canada.

Follow [@Toys R Us Canada](https://www.weibo.com/ToysRUsCanada) on Weibo and WeChat, [toysrus\\_ca](https://www.wechat.com/qrcode?qr=toysrus_ca), or scan QR code below:



- 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:**

Alex Wu

Torchia Communications

[alexwu@torchia.com](mailto:alexwu@torchia.com)

Office: 416-341-9929 ext. 239

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