



Toys"R"Us Canada announces major partnership with the *Toronto Blue Jays*

TORONTO, March 21, 2019 – Toys"R"Us Canada, the destination for all things toy and baby, today joins the *Toronto Blue Jays* as an official sponsor; a national three-year-deal that includes fun family activations, birthday celebrations and key marketing promotions. The partnership seeks to create meaningful engagements with kids and families.

“We are thrilled, as Canada’s Toy & Baby Authority, to be partnering with the *Toronto Blue Jays* for the next three baseball seasons and to be creating fun, interactive play first experiences for kids and their families,” says Melanie Teed-Murch, president of Toys"R"Us Canada. “There is tremendous synergy between our brand and the *Blue Jays* as we both strive to create moments of joy for families. It’s a partnership that will truly bring play, as a right, to life for kids across the country.”

Throughout the seasons, kids and families at *Blue Jays* home games will get to experience a Toys"R"Us Canada family fun zone, featuring unique, interactive family themed activities. There will also be Toys"R"Us Canada outdoor festival activations at select games during the summer months and regular mascot appearances with Toys"R"Us Canada’s Geoffrey the Giraffe, who may also just happen to make his baseball debut.

Toys"R"Us Canada will play a major role in ACE’s Birthday Bash, helping celebrate the *Blue Jays* mascot’s birthday over a weekend in July. The company will also support an exclusive birthday party for Jr. Jays Club members, as well as host mascot appearances at Toys"R"Us Canada stores each season.

“We’re excited and proud to be working with Toys"R"Us Canada to help connect with families and young *Blue Jays* fans at Rogers Centre and across Canada. We know it’s going to be a partnership that will provide new and enhanced experiences for our fans,” says Mark Ditmars, vice president, corporate partnerships, *Toronto Blue Jays*.

The sponsorship also includes key marketing activations for Toys"R"Us Canada including behind home plate signage, digital media programs, player birthday social media campaigns, game giveaways and special gift inserts for the Jr. Jays Club members.

Toys"R"Us Canada and the *Blue Jays* will continue to evolve their partnership over the coming seasons to bring new and exciting experiences to baseball fans across Canada.

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

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](#).

-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 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.