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## Toys"R"Us Canada partners with Snapchat in first-to-market augmented reality experience, part of company's seminal 2019 Holiday Toy Book

**Toronto, November 1, 2019** – Toys"R"Us Canada is the first company in Canada to market the Snapchat Portal Lens, a unique lens that transports Snapchatters into a rich augmented reality (AR) experience that allows for 'sensational' interaction with some of the top toys for the 2019 holiday season. The experience is available anywhere and anytime through the Snapchat app.

"AR is a powerful new technology and we are excited to use it to improve the customer experience," says Frank Juhasz, vice president of marketing and omni channel innovation at Toys"R"Us Canada. "Through this partnership with Snapchat, we're able to bring our toys and products to life in new ways. Canadians expect this type of innovation from great retailers and we're happy to be leading the charge."

When Snapchatters open the lens, a 3D Geoffrey the Giraffe will appear and guide users to walk through the magical 'maple leaf' Toys"R"Us Portal.



*Geoffrey the Giraffe welcoming Snapchatters into the Toy"R"Us augmented reality store on Snapchat*

"Holiday shopping has never been more fun for Canadians," says Matthew Shore, lead creative strategist at Snapchat. "As Snapchatters walk through the augmented reality store, the toys around them come to life. When the lens is accessed via Snapchat's Lens Carousel, Snapchatters will have the ability to 'swipe up' and buy their favourite toys via the Toys"R"Us Canada website."

Furthering the shopping experience, Toys"R"Us will also launch two additional Snapchat lenses for users to enjoy—a gamified lens that lets Snapchatters collect Geoffrey the Giraffes for a selfie prize, a shareable picture with the lovable mascot, as well as a Marker Tech-powered Lens that lets Geoffrey jump right off the cover of this year's Toys"R"Us Holiday Toy Book.

The Snapcodes that will launch the augmented reality experiences will be found in the Toys"R"Us Canada Holiday Toy Book. The lenses will also be available via the Snapchat Carousel and Snap Ads within the Snapchat application. See the technology [in action](#).

To experience the Toys"R"Us Canada Snapchat Portal Lens, download the Snapchat app for [iOS](#) and [Android](#) devices. Scan the Snapcode here:



*Marker Tech Snapcode*



*Portal Lens Snapcode*

Stay up to date with news surrounding Toys"R"Us Canada by following the brand on [Facebook](#), [Instagram](#), and [Twitter](#) or visiting [toysrus.ca](#) and [babiesrus.ca](#).

-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.

#### **About Snapchat**

Snap Inc. is a camera company. We believe that reinventing the camera represents our greatest opportunity to improve the way people live and communicate. We contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together. For more information, visit [snap.com](#).

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