



**Toys“R”Us Canada brings back famous jingle,
“I don’t want to grow up. I’m a Toys“R”Us kid”**

TORONTO, November 30, 2018 – Toys“R”Us Canada Ltd, the country’s toy and baby products authority, has officially brought back its famous jingle, *“I don’t want to grow up. I’m a Toys“R”Us kid.”* With Toys“R”Us Canada here to stay and here to play, the updated jingle comes as a reminder that kids right across the country, including the big kids at heart, can still be a Toys“R”Us kid. Made popular during the '80s and '90s, the jingle is now live on radio and television stations across Canada, as well as in the company’s 82 stores from coast to coast.

“We’re proud to have brought back our famous Toys“R”Us jingle as it is a profound part of our heritage and brings with it warm nostalgia,” says Melanie Teed-Murch, president of Toys“R”Us and Babies“R”Us Canada, who is also featured in the radio spots.

The catchy jingle was originally co-written in 1982 by famous television personality and advertising extraordinaire, Linda Kaplan Thaler and best-selling author, James Patterson. The jingle’s fame reached new heights when Jamie Foxx performed his impression of John Legend singing the [Toys“R”Us jingle on Jimmy Fallon Live](#).

“Here at Toys“R”Us Canada, we believe all kids have the right to play,” continues Melanie. “So we encourage all Canadians to sing-a-long to the jingle and spread the Toys“R”Us cheer to kids right across the country.”

Along with the company’s new modified logo, now incorporating a Canadian maple leaf, the new jingle will continue to roll out as a key branding element.

For further information on Toys“R”Us Canada, visit toysrus.ca.

About Toys“R”Us Canada:

Since 1984, Toys“R”Us Canada has been Canada’s leading specialty retailer and trend authority 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 and through its e-commerce sites Toysrus.ca and Babiesrus.ca. Committed to giving back to our communities, we focus our charity efforts on supporting children and their families whether enhancing resources and services, helping development through play or offering distraction and encouragement to seriously ill children. Toys“R”Us Canada is a subsidiary of Fairfax Financial Holdings Limited. For store locations and convenient online shopping, visit www.toysrus.ca and www.babiesrus.ca.