



Toys“R”Us Canada’s Search for the Next Chief Play Officer (CPO) Contest FAQ

Full contest details and submission requirements can be found in the Official Rules. It is the responsibility of the parent/legal guardian to review the Official Rules in their entirety prior to submitting an entry on behalf of a contestant.

1. What does the Chief Play Officer (CPO) do?

The Chief Play Officer or CPO acts as an official spokesperson and toy expert for Toys“R”Us Canada. This includes getting deliveries of the hottest toys of the season and giving the inside scoop on the top toys and trends to parents and gift-givers. As part of the role, the CPO will get the chance to travel around Canada (if and when it is deemed safe to do so) taking part in media interviews, participate in videos for Toys“R”Us, attend awesome events and take part in special toy training to learn about and try out the hottest toys, including some that haven’t hit store shelves yet.

2. How old does the CPO have to be?

Contestants must be between the ages of 10 and 12 as of July 14, 2020.

3. How long is the winner eligible to act as the Toys“R”Us Canada CPO?

The contest winner will receive a year-long contract with Toys“R”Us Canada to act as their official Chief Play Officer.

4. What qualities is Toys“R”Us looking for in their next CPO?

Toys“R”Us is looking for an outgoing child between the ages of 10 and 12 who loves toys and loves to play. The CPO needs to be social and comfortable taking part in interviews, being in front of a camera, speaking in front of a crowd and sharing their top toy picks with media, parents and gift-givers. The CPO and their parent/guardian will also need to be flexible to travel around Canada at different times of the year to take part in media opportunities and events. While not a contest requirement, contestants who are fluent in both English and French are preferred.

5. What should the entrant showcase in their video?

Each video should showcase why the contestant should be the next CPO. Be creative, have them show off their personality and have fun. During the video the contestant should tell us why they want to be the next Chief Play Officer, should share what their favourite toy, gadget or game is and what makes it so great. If the contestant is bilingual, have them speak French and English in the video. Entries will be judged based on originality, creativity and enthusiasm.

6. What is the deadline for video submission?

All videos must be submitted within the contest period which runs from 12:01 a.m. Eastern Daylight Time (“EDT”) on July 14, 2020, to 11:59 p.m. Eastern Daylight Time (“EDT”) on September 7, 2020.

7. When will the finalists be notified?

The parent or legal guardian of each contestant chosen as a finalist will be notified in October.

8. What does the finalist round include?

Each contestant chosen as a finalist will have the opportunity to meet the Toys“R”Us team and take part in an online video interview and audition via an online video service. The interview and audition will take place in October.

9. When will the winner be announced?

The next CPO will be notified in November and announced publicly in January 2021.

10. What role does the parent or legal guardian of the CPO play?

The parent or legal guardian plays a big role when it comes to the CPO and should be flexible and responsive. They act as the main contact between Toys“R”Us and the CPO and must be available to accompany (or appoint a chaperone) the CPO to their appearances, which may include travel across Canada. The parent/legal guardian will also help the CPO plan and prepare for interviews, media appearances, events and video shoots, which may include attending training sessions and practicing key messages.