



## **Toys"R"Us Canada celebrates Barbie's™ 60th anniversary with exclusive role model appearances and in-store events**

**Toronto, March 6, 2019** – To celebrate the coveted 60th anniversary of Barbie, Toys"R"Us Canada is set to host a special event at each of its 82 stores across the country, as well as its Toybox pop-up store in Guelph, Ontario, Saturday, March 9. The national events will delight customers with cookie decorating activities, an interactive play station with the newest Barbie dolls and playsets and a free Barbie "60 years of careers" poster.

Toys"R"Us Canada will also host seven in-store special guest appearances with prominent Canadian role models who exemplify the Barbie [\*You Can Be Anything\*](#) mantra – no dream is too big, no idea is too wild, and no possibility is out of reach. Through an exclusive activation with Toys"R"Us Canada, customers will be offered the unique experience to meet a role model and participate in an activity related to the role model's career.

"As a brand that inspires the limitless potential in girls, Barbie is thrilled to be celebrating its 60th anniversary with Toys"R"Us Canada and recognizing role models across the country who empower and remind girls that You Can Be Anything," says Krista Berger, global senior director of marketing for Barbie. "The brand has been inspiring girls since 1959 by allowing them to play out different roles and careers with iconic Barbie dolls."

Barbie and Toys"R"Us Canada highlight a diverse group of inspiring Canadian women through their role model partnership, which kicked-off in October 2018. From an Olympian ice dancer to chefs and robotic engineers, the role models represent a diverse assortment of successful women and are being featured both in-store and across Barbie's and Toys"R"Us Canada's social media channels over a 60-week period.

Melanie Teed-Murch, president of Toys"R"Us Canada and an employee of the toy retailer for the past 23 years, has been selected as one of Barbie's role models to be featured in the campaign.

"We're honoured to be a part of this truly amazing celebration of Barbie and to share insights into the lives of role models with our customers and their children," says Teed-Murch. "Barbie is an influential toy that can inspire youth to reach their limitless potential. We look forward to playing a part in empowering our leaders of tomorrow through play, imagination and dreams of a brighter tomorrow."

The special guest appearances in-store at Toys"R"Us Canada on March 9 include:

Role Model	Store Address	Time
Tessa Virtue, Olympian ice dancer <i>*exclusive event for registered guests only.</i>	690 EVANS AVENUE, ETOBICOKE ON M9C 1A1	1pm
Louise Green, founder of <a href="#">Big Fit Girl</a>	WILLOWBROOK MALL, 19705 FRASER HIGHWAY LANGLEY BC V3A 7E9	11am
Faith Dickinson, founder of <a href="#">Cuddles for Cancer</a>	300 STEELES AVENUE WEST, THORNHILL ON L4J 1A1	11am
Lauren & Ashley Voisin, <a href="#">Robots Are Fun</a>	261055 CROSS IRON BLVD. UNIT 4, CALGARY AB T4A 0G3	11am
Connie Desousa, <a href="#">Chef &amp; winner of Top Chef Canada</a>	3625 SHAGANAPPI TRAIL N W, CALGARY AB T3A 0E2	11am
Melissa Davis, fashion designer and owner of <a href="#">Ugly Du'kling</a>	3051 APPLEBY LINE, BURLINGTON ON L7M 0V7	11am
Mary & Cristina, <a href="#">Bakers with a Cause</a>	4559 HURONTARIO ST. MISSISSAUGA ON L4Z 3L9	11am

Barbie’s official anniversary is on March 9, one day after International Women’s Day.

For further details on the events, visit [toysrus.ca/events](https://toysrus.ca/events). To learn more about Barbie's *You Can Be Anything* campaign, visit [barbie.mattel.com](https://barbie.mattel.com).

Stay up to date on the Barbie and Toys"R"Us Canada role models partnership by following Toys"R"Us Canada on [Facebook](#), [Instagram](#), and [Twitter](#).

**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.

**About Mattel:** Mattel is a global learning, development and play company that inspires the next generation of kids to shape a brighter tomorrow. Through our portfolio of iconic consumer brands, including American Girl®, Barbie®, Fisher-Price®, Hot Wheels® and Thomas & Friends™, we create systems of play, content and experiences that help kids unlock their full potential. Mattel also creates inspiring and innovative products in collaboration with leading entertainment and technology companies as well as other partners. With a global workforce of approximately 32,000 people, Mattel operates in 40 countries and territories and sells products in more than 150 nations.

**For media information or interview requests:**

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