



FOR IMMEDIATE RELEASE

The official BTS x Mattel dolls make their way to fans at Toys"R"Us Canada locations and online



*The BTS Idol Doll, pictured here, along with SUGA, V, Jin, Jung Kook, RM, Jimin, j-hope Idol Doll are available for pre-order on the Toys"R"Us Canada website for **\$29.99 plus applicable taxes and available for purchase in-store Sunday, July 28.***

TORONTO, July 25, 2019 – In anticipation of the release of *Bring the Soul: The Movie*, a documentary film about the South Korean boy band, BTS, the official BTS x Mattel dolls are soon to be available at Toys"R"Us locations across the country.

The dolls are recreations of all seven artists **V, SUGA, Jin, Jung Kook, RM, Jimin** and **j-hope**, each sporting their own signature style – wearing the suit inspired by the iconic "Idol" music video.

"We're excited to offer our consumers this wonderful piece of contemporary South Korean pop culture and entertainment," says Melanie Teed-Murch, president at Toys"R"Us Canada. "We're pleased to expand our partnership with Mattel and offer these dolls in our stores. We are sure children and children at heart, as well as existing and new fans of BTS, will enjoy these toys."

Each doll is 11" tall with rooted hair and has been authentically sculpted to the bandmate's likeness.

Each doll is sold separately and is available for pre-order on the Toys"R"Us Canada website, toysrus.ca, for **\$29.99** plus applicable taxes – and will be available for in-store purchase as of July 28.

Bring the Soul: The Movie is playing at Cineplex across all major cities in Canada, August 7 – 11, 2019.

For further information about Toys"R"Us Canada, visit toysrus.ca. Follow [@Toys R Us Canada](https://www.weibo.com/ToysRUsCanada) on Weibo and WeChat, [toysrus_ca](https://t.me/toysrus_ca), or scan QR code.





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- 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.

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